# PROGRAM AUDIENCE ESTIMATES (Alpha)



| PROGRAM NAME / DAY | TIME / #STNS | DUR / CVG% | NET / TYPE | NO. OF T/C | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SH % | AVG. AUD. 0,000 | TOTAL PERS (2+) | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | LOH 18-49 W/CH <3 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS TOT. 12-17 | TEENS FEM. 12-17 | CHILDREN TOT. 2-11 | CHILDREN TOT. 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| A DIFFERENT WORLD(R) | | | | | A | 17.5 | 34 | 1551 | 1917 | 386 | 306 | 67 | 871 | 254 | 493 | 449 | 400 | 322 | 548 | 224 | 354 | 306 | 231 | 164 | 231 | 134 | 267 | 187 |
| THU | 8.30P | 30 | NBC | 1 | B | 17.5 | 34 | 1551 | 1917 | 386 | 306 | 67 | 871 | 254 | 493 | 449 | 400 | 322 | 548 | 224 | 354 | 306 | 231 | 164 | 231 | 134 | 267 | 187 |
| | 206 | 99 | CS | 13 | C | 24.9 | 41 | 2204 | 1801 | 363 | 301 | 96 | 849 | 330 | 527 | 460 | 347 | 267 | 496 | 205 | 320 | 288 | 214 | 138 | 194 | 108 | 263 | 170 |
| ABC NEWS CLOSEUP(S) | | | | | A | 7.0 | 11 | 620 | 1550 | 258 | 209 | 44^ | 701 | 192 | 371 | 345 | 317 | 284 | 666 | 235 | 362 | 377 | 284 | 223 | 72^ | 37^ | 111 | 70^ |
| MON | 8.00P | 60 | ABC | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 196 | 95 | DN | | | | | | | | | | | | | | | | | | | | | | | | | |
| THE OTHER OLYMPIC GAME | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 8.00 - 8.30 | | | | A | 7.1 | 12 | 629 | 1546 | 264 | 216 | 47^ | 726 | 195 | 375 | 369 | 326 | 296 | 626 | 201 | 313 | 350 | 272 | 229 | 80^ | 46^ | 113 | 77^ |
| | 8.30 - 9.00 | | | | A | 6.9 | 11 | 611 | 1554 | 252 | 202 | 40^ | 674 | 189 | 367 | 320 | 309 | 273 | 706 | 269 | 413 | 406 | 296 | 216 | 65^ | 29^ | 109 | 62^ |
| ABC THURSDAY NIGHT MOVIE(R) | | | | | A | 7.4 | 16 | 656 | 1590 | 309 | 242 | 65^ | 740 | 232 | 419 | 376 | 332 | 276 | 624 | 194 | 354 | 353 | 302 | 216 | 103 | 63^ | 123 | 69^ |
| THU | 8.30P | 150 | ABC | 1 | B | 7.4 | 16 | 656 | 1590 | 309 | 242 | 65^ | 740 | 232 | 419 | 376 | 332 | 276 | 624 | 194 | 354 | 353 | 302 | 216 | 103 | 63^ | 123 | 69^ |
| | 204 | 97 | FF | 12 | C | 9.2 | 16 | 813 | 1654 | 289 | 221 | 70 | 741 | 222 | 414 | 383 | 364 | 279 | 628 | 221 | 382 | 353 | 300 | 197 | 120 | 56 | 163 | 108 |
| THE ELECTRIC HORSEMAN | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 8.30 - 9.00 | | | | A | 6.9 | 13 | 611 | 1517 | 258 | 184 | 42^ | 734 | 170 | 336 | 308 | 337 | 354 | 600 | 141 | 308 | 349 | 326 | 235 | 53^ | 46^ | 129 | 55^ |
| | 9.00 - 9.30 | | | | A | 6.9 | 14 | 611 | 1597 | 290 | 227 | 68^ | 753 | 226 | 404 | 360 | 338 | 308 | 602 | 175 | 339 | 340 | 304 | 224 | 110 | 82^ | 132 | 87^ |
| | 9.30 - 10.00 | | | | A | 6.6 | 14 | 585 | 1622 | 335 | 261 | 84^ | 751 | 240 | 439 | 397 | 339 | 265 | 634 | 188 | 372 | 383 | 311 | 209 | 111 | 75^ | 127 | 81^ |
| | 10.00 - 10.30 | | | | A | 8.3 | 18 | 735 | 1586 | 328 | 268 | 67^ | 731 | 263 | 463 | 399 | 322 | 229 | 619 | 219 | 372 | 346 | 283 | 190 | 121 | 61^ | 115 | 66^ |
| | 10.30 - 11.00 | | | | A | 8.4 | 19 | 744 | 1605 | 324 | 259 | 65^ | 726 | 249 | 436 | 399 | 322 | 236 | 651 | 232 | 368 | 345 | 287 | 221 | 115 | 54^ | 113 | 60^ |
| ADVENTURES-BEANS BAXTER(R) | | | | | A | 2.0 | 3 | 177 | 2048 | 257^ | 257^ | 54v | 608 | 335^ | 525 | 385 | 214^ | 61v | 788 | 341^ | 655 | 615 | 395 | 83v | 213^ | 109^ | 439 | 327^ |
| SAT | 9.00P | 30 | FOX | 1 | B | 2.0 | 3 | 177 | 2048 | 257^ | 257^ | 54v | 608 | 335^ | 525 | 385 | 214^ | 61v | 788 | 341^ | 655 | 615 | 395 | 83v | 213^ | 109^ | 439 | 327^ |
| | 115 | 84 | CS | 10 | C | 2.2 | 4 | 192 | 1760 | 252 | 214 | 65^ | 519 | 237 | 398 | 331 | 250 | 93^ | 565 | 273 | 420 | 352 | 228 | 108^ | 318 | 158 | 358 | 247 |
| ALF(R) | | | | | A | 16.4 | 26 | 1453 | 2127 | 340 | 272 | 91 | 847 | 333 | 542 | 474 | 365 | 259 | 573 | 239 | 391 | 340 | 269 | 158 | 228 | 97 | 478 | 302 |
| MON | 8.00P | 30 | NBC | 1 | B | 16.4 | 26 | 1453 | 2127 | 340 | 272 | 91 | 847 | 333 | 542 | 474 | 365 | 259 | 573 | 239 | 391 | 340 | 269 | 158 | 228 | 97 | 478 | 302 |
| | 202 | 96 | CS | 13 | C | 18.9 | 29 | 1673 | 1940 | 322 | 271 | 103 | 728 | 327 | 513 | 448 | 295 | 172 | 520 | 249 | 402 | 348 | 224 | 94 | 249 | 119 | 443 | 287 |
| AMEN | | | | | A | 19.6 | 34 | 1737 | 1828 | 310 | 239 | 60 | 867 | 248 | 415 | 408 | 373 | 377 | 594 | 172 | 321 | 291 | 282 | 231 | 138 | 81 | 228 | 179 |
| SAT | 9.30P | 30 | NBC | 1 | B | 19.6 | 34 | 1737 | 1828 | 310 | 239 | 60 | 867 | 248 | 415 | 408 | 373 | 377 | 594 | 172 | 321 | 291 | 282 | 231 | 138 | 81 | 228 | 179 |
| | 205 | 93 | CS | 13 | C | 17.9 | 32 | 1586 | 1732 | 321 | 237 | 60 | 880 | 233 | 418 | 405 | 390 | 400 | 506 | 150 | 261 | 250 | 232 | 208 | 142 | 87 | 204 | 144 |
| BEAUTY & THE BEAST(R) | | | | | A | 12.8 | 20 | 1134 | 1782 | 365 | 288 | 75 | 881 | 254 | 499 | 467 | 428 | 332 | 621 | 194 | 371 | 350 | 321 | 219 | 104 | 62 | 175 | 93 |
| FRI | 8.00P | 60 | CBS | 1 | B | 12.8 | 20 | 1134 | 1782 | 365 | 288 | 75 | 881 | 254 | 499 | 467 | 428 | 332 | 621 | 194 | 371 | 350 | 321 | 219 | 104 | 62 | 175 | 93 |
| | 206 | 99 | A | 11 | C | 13.0 | 23 | 1148 | 1719 | 337 | 257 | 80 | 874 | 251 | 481 | 458 | 419 | 333 | 565 | 154 | 312 | 301 | 301 | 215 | 94 | 54 | 186 | 115 |
| | 8.00 - 8.30 | | | | A | 12.3 | 19 | 1090 | 1761 | 349 | 272 | 71 | 875 | 246 | 476 | 440 | 418 | 349 | 615 | 184 | 354 | 343 | 314 | 231 | 97 | 61 | 174 | 97 |
| | 8.30 - 9.00 | | | | A | 13.3 | 21 | 1178 | 1801 | 379 | 303 | 78 | 886 | 261 | 520 | 493 | 437 | 317 | 626 | 202 | 386 | 356 | 327 | 208 | 112 | 63 | 177 | 88 |
| BILL COSBY SHOW(R) | | | | | A | 19.8 | 37 | 1754 | 1928 | 373 | 282 | 58 | 912 | 247 | 466 | 435 | 413 | 384 | 554 | 177 | 319 | 308 | 267 | 191 | 185 | 100 | 277 | 198 |
| THU | 8.00P | 30 | NBC | 1 | B | 19.8 | 37 | 1754 | 1928 | 373 | 282 | 58 | 912 | 247 | 466 | 435 | 413 | 384 | 554 | 177 | 319 | 308 | 267 | 191 | 185 | 100 | 277 | 198 |
| | 211 | 99 | CS | 15 | C | 27.7 | 45 | 2451 | 1795 | 347 | 280 | 87 | 857 | 300 | 491 | 438 | 357 | 311 | 517 | 188 | 307 | 284 | 230 | 171 | 166 | 91 | 254 | 164 |
| BUCK JAMES | | | | | A | 10.2 | 16 | 904 | 1623 | 367 | 290 | 72 | 903 | 228 | 490 | 508 | 485 | 333 | 563 | 89 | 285 | 319 | 371 | 221 | 72 | 40^ | 85 | 65^ |
| SUN | 10.00P | 60 | ABC | 1 | B | 10.2 | 16 | 904 | 1623 | 367 | 290 | 72 | 903 | 228 | 490 | 508 | 485 | 333 | 563 | 89 | 285 | 319 | 371 | 221 | 72 | 40^ | 85 | 65^ |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

| PROGRAM NAME / DAY TIME #STNS DUR CVG% NET TYPE NO. OF T/C | KEY | HH AVG. AUD. % | SH % | AVG. AUD. 0,000 | TOTAL PERS (2+) | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | LOH 18-49 W/CH <3 | WOMEN TOTAL | W 18-34 | W 18-49 | W 25-54 | W 35-64 | W 55+ | MEN TOTAL | M 18-34 | M 18-49 | M 25-54 | M 35-64 | M 55+ | TEENS TOT. 12-17 | TEENS FEM. 12-17 | CHILDREN TOT. 2-11 | CHILDREN TOT. 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | |
| BUCK JAMES-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | |
| 214 99 GD 10 | C | 10.7 | 18 | 952 | 1673 | 347 | 259 | 98 | 857 | 223 | 453 | 468 | 453 | 326 | 609 | 164 | 354 | 353 | 346 | 201 | 97 | 49 | 111 | 77 |
| 10.00 - 10.30 | A | 10.0 | 15 | 886 | 1651 | 372 | 294 | 73 | 910 | 234 | 494 | 510 | 483 | 338 | 572 | 93 | 291 | 317 | 378 | 225 | 77 | 43^ | 92 | 68^ |
| 10.30 - 11.00 | A | 10.3 | 17 | 913 | 1611 | 366 | 289 | 71 | 906 | 225 | 490 | 511 | 492 | 333 | 560 | 85 | 281 | 324 | 368 | 219 | 67^ | 38^ | 78 | 63^ |
| BUGS BUNNY'S MAD WORLD-TV(S,R) THU 8.00P 30 CBS 204 97 EA | A | 7.8 | 15 | 691 | 1968 | 278 | 219 | 82^ | 790 | 285 | 463 | 421 | 301 | 290 | 576 | 227 | 357 | 313 | 260 | 185 | 132 | 74^ | 471 | 283 |
| CAGNEY & LACEY(R) MON 10.00P 60 CBS 1 | A | 12.0 | 21 | 1063 | 1612 | 325 | 250 | 65 | 868 | 277 | 448 | 407 | 372 | 374 | 523 | 216 | 317 | 259 | 210 | 180 | 93 | 59^ | 127 | 86 |
| 207 99 OP 12 | B | 12.0 | 21 | 1063 | 1612 | 325 | 250 | 65 | 868 | 277 | 448 | 407 | 372 | 374 | 523 | 216 | 317 | 259 | 210 | 180 | 93 | 59^ | 127 | 86 |
| | C | 13.3 | 22 | 1178 | 1483 | 348 | 260 | 83 | 857 | 274 | 468 | 454 | 389 | 327 | 461 | 164 | 269 | 245 | 213 | 166 | 74 | 45 | 91 | 57 |
| 10.00 - 10.30 | A | 11.7 | 19 | 1037 | 1639 | 339 | 261 | 76 | 872 | 293 | 459 | 421 | 373 | 360 | 531 | 234 | 341 | 283 | 210 | 163 | 88 | 54^ | 149 | 97 |
| 10.30 - 11.00 | A | 12.3 | 22 | 1090 | 1585 | 312 | 240 | 55^ | 865 | 262 | 437 | 395 | 371 | 387 | 515 | 198 | 294 | 235 | 211 | 195 | 99 | 63 | 107 | 75 |
| CBS SUNDAY MOVIE SUN 9.00P 120 CBS 1 | A | 21.2 | 32 | 1878 | 1846 | 337 | 230 | 71 | 822 | 176 | 415 | 458 | 453 | 330 | 800 | 199 | 435 | 440 | 445 | 292 | 89 | 42 | 135 | 84 |
| 207 98 FF 14 | B | 21.2 | 32 | 1878 | 1846 | 337 | 230 | 71 | 822 | 176 | 415 | 458 | 453 | 330 | 800 | 199 | 435 | 440 | 445 | 292 | 89 | 42 | 135 | 84 |
| ONCE UPON A TEXAS TRAIN | C | 18.4 | 29 | 1631 | 1657 | 342 | 242 | 67 | 883 | 220 | 443 | 446 | 445 | 367 | 606 | 157 | 310 | 312 | 322 | 245 | 79 | 38 | 88 | 52 |
| 9.00 - 9.30 | A | 22.6 | 32 | 2002 | 1816 | 349 | 241 | 59 | 859 | 158 | 409 | 459 | 482 | 366 | 757 | 172 | 387 | 395 | 420 | 304 | 79 | 42 | 122 | 76 |
| 9.30 - 10.00 | A | 21.6 | 32 | 1914 | 1836 | 339 | 235 | 68 | 815 | 175 | 411 | 461 | 453 | 323 | 795 | 191 | 432 | 439 | 449 | 289 | 88 | 44 | 138 | 88 |
| 10.00 - 10.30 | A | 21.3 | 33 | 1887 | 1860 | 330 | 224 | 78 | 802 | 190 | 423 | 456 | 435 | 309 | 819 | 218 | 460 | 463 | 453 | 284 | 92 | 42 | 146 | 90 |
| 10.30 - 11.00 | A | 19.6 | 33 | 1737 | 1848 | 326 | 216 | 78 | 795 | 180 | 411 | 449 | 432 | 313 | 822 | 216 | 460 | 464 | 453 | 284 | 97 | 42 | 134 | 80 |
| CHEERS(R) | A | 15.9 | 32 | 1409 | 1918 | 388 | 324 | 76 | 885 | 267 | 520 | 475 | 403 | 314 | 615 | 256 | 391 | 337 | 258 | 179 | 191 | 113 | 228 | 159 |
| THU 9.00P 30 NBC 1 | B | 15.9 | 32 | 1409 | 1918 | 388 | 324 | 76 | 885 | 267 | 520 | 475 | 403 | 314 | 615 | 256 | 391 | 337 | 258 | 179 | 191 | 113 | 228 | 159 |
| 206 99 CS 14 | C | 23.4 | 38 | 2075 | 1719 | 367 | 304 | 105 | 825 | 340 | 532 | 471 | 337 | 243 | 566 | 237 | 382 | 345 | 252 | 144 | 156 | 86 | 173 | 104 |
| CHINA ODYSSEY(S) WED 8.00P 60 CBS 205 99 DO | A | 8.5 | 14 | 753 | 1699 | 288 | 188 | 26^ | 805 | 168 | 337 | 327 | 393 | 406 | 652 | 161 | 324 | 297 | 309 | 290 | 115 | 52^ | 127 | 78^ |
| EMPIRE OF THE SUN 8.00 - 8.30 | A | 9.1 | 15 | 806 | 1708 | 304 | 203 | 30^ | 788 | 170 | 339 | 331 | 383 | 388 | 663 | 176 | 337 | 302 | 301 | 287 | 116 | 54^ | 141 | 81 |
| 8.30 - 9.00 | A | 8.0 | 13 | 709 | 1669 | 266 | 168 | 22v | 815 | 163 | 331 | 318 | 400 | 422 | 631 | 142 | 306 | 286 | 314 | 290 | 113 | 49^ | 110 | 74^ |
| CRIME STORY(R) | A | 11.9 | 21 | 1054 | 1660 | 311 | 243 | 63 | 813 | 226 | 469 | 460 | 439 | 272 | 611 | 204 | 364 | 327 | 332 | 179 | 134 | 68 | 102 | 60 |
| TUE 10.00P 60 NBC 1 | B | 11.9 | 21 | 1054 | 1660 | 311 | 243 | 63 | 813 | 226 | 469 | 460 | 439 | 272 | 611 | 204 | 364 | 327 | 332 | 179 | 134 | 68 | 102 | 60 |
| 178 95 OP 11 | C | 12.0 | 21 | 1065 | 1592 | 283 | 206 | 55 | 751 | 188 | 383 | 386 | 398 | 304 | 660 | 202 | 380 | 361 | 355 | 228 | 94 | 44 | 86 | 50 |
| 10.00 - 10.30 | A | 12.4 | 21 | 1099 | 1654 | 307 | 242 | 67 | 801 | 224 | 458 | 447 | 425 | 275 | 603 | 197 | 357 | 324 | 327 | 179 | 133 | 70 | 117 | 71 |
| 10.30 - 11.00 | A | 11.5 | 21 | 1019 | 1652 | 314 | 241 | 58^ | 818 | 227 | 477 | 469 | 450 | 268 | 615 | 209 | 369 | 327 | 335 | 178 | 133 | 67 | 85 | 48^ |
| DESIGNING WOMEN(R) | A | 14.1 | 22 | 1249 | 1646 | 377 | 293 | 86 | 880 | 315 | 490 | 457 | 390 | 330 | 499 | 196 | 311 | 286 | 222 | 164 | 98 | 47^ | 169 | 105 |
| MON 9.30P 30 CBS 1 | B | 14.1 | 22 | 1249 | 1646 | 377 | 293 | 86 | 880 | 315 | 490 | 457 | 390 | 330 | 499 | 196 | 311 | 286 | 222 | 164 | 98 | 47^ | 169 | 105 |
| 207 98 CS 13 | C | 15.9 | 24 | 1410 | 1542 | 377 | 295 | 103 | 853 | 307 | 502 | 471 | 371 | 297 | 481 | 183 | 303 | 285 | 220 | 152 | 95 | 59 | 113 | 72 |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

| PROGRAM NAME / DAY | TIME / #STNS | DUR / CVG% | NET / TYPE | NO. OF T/C | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SH % | AVG. AUD. 0,000 | TOTAL PERS (2+) | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | LOH 18-49 W/CH <3 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS TOT. 12-17 | TEENS FEM. 12-17 | CHILDREN TOT. 2-11 | CHILDREN TOT. 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| DISNEY SUNDAY MOVIE | | | | | A | 13.7 | 20 | 1214 | 2059 | 239 | 208 | 116 | 712 | 334 | 513 | 444 | 292 | 176 | 590 | 268 | 466 | 445 | 267 | 96 | 177 | 112 | 579 | 362 |
| SUN | 7.00P | 60 | ABC | 1 | B | 13.7 | 20 | 1214 | 2059 | 239 | 208 | 116 | 712 | 334 | 513 | 444 | 292 | 176 | 590 | 268 | 466 | 445 | 267 | 96 | 177 | 112 | 579 | 362 |
| | 218 | 99 | FF | 15 | C | 10.9 | 17 | 969 | 2016 | 276 | 231 | 108 | 729 | 288 | 482 | 433 | 324 | 213 | 577 | 232 | 412 | 379 | 280 | 132 | 203 | 101 | 508 | 320 |
| FLIGHT OF THE NAVIGATOR, PT.1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 7.00 - 7.30 | | | | A | 12.3 | 18 | 1090 | 2032 | 229 | 197 | 115 | 725 | 332 | 515 | 441 | 295 | 190 | 586 | 251 | 450 | 434 | 275 | 108 | 170 | 107 | 551 | 355 |
| | 7.30 - 8.00 | | | | A | 15.1 | 22 | 1338 | 2080 | 247 | 217 | 116 | 702 | 335 | 511 | 447 | 290 | 165 | 594 | 282 | 480 | 454 | 261 | 86 | 183 | 115 | 602 | 368 |
| DOLLY | | | | | A | 11.0 | 16 | 975 | 1738 | 318 | 238 | 68 | 897 | 221 | 470 | 481 | 444 | 354 | 619 | 144 | 325 | 347 | 366 | 230 | 78 | 45^ | 144 | 93 |
| SUN | 9.00P | 60 | ABC | 1 | B | 11.0 | 16 | 975 | 1738 | 318 | 238 | 68 | 897 | 221 | 470 | 481 | 444 | 354 | 619 | 144 | 325 | 347 | 366 | 230 | 78 | 45^ | 144 | 93 |
| | 214 | 99 | GV | 11 | C | 14.3 | 21 | 1263 | 1793 | 350 | 272 | 101 | 882 | 256 | 484 | 470 | 426 | 330 | 627 | 183 | 368 | 357 | 335 | 210 | 115 | 59 | 170 | 111 |
| | 9.00 - 9.30 | | | | A | 10.4 | 15 | 921 | 1739 | 302 | 225 | 63^ | 882 | 222 | 451 | 464 | 426 | 356 | 618 | 146 | 325 | 340 | 364 | 234 | 72 | 46^ | 167 | 108 |
| | 9.30 - 10.00 | | | | A | 11.6 | 17 | 1028 | 1738 | 332 | 250 | 72 | 911 | 220 | 488 | 496 | 460 | 353 | 619 | 141 | 325 | 353 | 368 | 227 | 84 | 44^ | 123 | 79 |
| DUET(R) | | | | | A | 2.1 | 3 | 186 | 1850 | 459 | 442 | 77v | 954 | 586 | 785 | 633 | 270^ | 166^ | 687 | 379 | 567 | 443 | 254^ | 120^ | 160^ | 134^ | 48v | 33v |
| SUN | 9.30P | 30 | FOX | 1 | B | 2.1 | 3 | 186 | 1850 | 459 | 442 | 77v | 954 | 586 | 785 | 633 | 270^ | 166^ | 687 | 379 | 567 | 443 | 254^ | 120^ | 160^ | 134^ | 48v | 33v |
| | 116 | 86 | CS | 11 | C | 2.7 | 4 | 239 | 1733 | 351 | 323 | 79^ | 677 | 389 | 554 | 431 | 242 | 104^ | 651 | 358 | 545 | 436 | 258 | 84^ | 228 | 141 | 177 | 115^ |
| DYNASTY | | | | | A | 13.4 | 23 | 1187 | 1630 | 350 | 292 | 79 | 845 | 297 | 485 | 425 | 369 | 317 | 479 | 206 | 300 | 240 | 195 | 145 | 128 | 83 | 178 | 100 |
| WED | 10.00P | 60 | ABC | 1 | B | 13.4 | 23 | 1187 | 1630 | 350 | 292 | 79 | 845 | 297 | 485 | 425 | 369 | 317 | 479 | 206 | 300 | 240 | 195 | 145 | 128 | 83 | 178 | 100 |
| | 212 | 99 | GD | 12 | C | 14.5 | 25 | 1280 | 1563 | 346 | 280 | 89 | 880 | 293 | 490 | 444 | 370 | 343 | 456 | 179 | 276 | 252 | 198 | 144 | 104 | 63 | 125 | 80 |
| | 10.00 - 10.30 | | | | A | 13.2 | 22 | 1170 | 1681 | 341 | 285 | 80 | 847 | 294 | 488 | 434 | 375 | 316 | 489 | 209 | 315 | 259 | 207 | 138 | 140 | 93 | 204 | 123 |
| | 10.30 - 11.00 | | | | A | 13.6 | 24 | 1205 | 1580 | 359 | 298 | 78 | 842 | 300 | 483 | 417 | 362 | 317 | 470 | 204 | 286 | 222 | 184 | 151 | 116 | 74 | 152 | 77 |
| FACTS OF LIFE | | | | | A | 16.6 | 28 | 1471 | 1800 | 317 | 265 | 72 | 831 | 256 | 436 | 400 | 315 | 344 | 499 | 188 | 304 | 259 | 203 | 171 | 188 | 119 | 282 | 213 |
| SAT | 8.00P | 30 | NBC | 1 | B | 16.6 | 28 | 1471 | 1800 | 317 | 265 | 72 | 831 | 256 | 436 | 400 | 315 | 344 | 499 | 188 | 304 | 259 | 203 | 171 | 188 | 119 | 282 | 213 |
| | 204 | 99 | CS | 12 | C | 15.0 | 27 | 1330 | 1732 | 308 | 242 | 72 | 848 | 257 | 431 | 388 | 327 | 369 | 457 | 158 | 257 | 233 | 192 | 169 | 164 | 108 | 263 | 172 |
| FAMILY TIES(R) | | | | | A | 19.4 | 27 | 1719 | 1919 | 380 | 315 | 116 | 820 | 417 | 601 | 501 | 306 | 173 | 598 | 285 | 451 | 410 | 266 | 104 | 204 | 113 | 297 | 193 |
| SUN | 8.37P | 30 | NBC | 1 | B | 19.4 | 27 | 1719 | 1919 | 380 | 315 | 116 | 820 | 417 | 601 | 501 | 306 | 173 | 598 | 285 | 451 | 410 | 266 | 104 | 204 | 113 | 297 | 193 |
| | 208 | 99 | CS | 16 | C | 19.9 | 30 | 1762 | 1923 | 381 | 331 | 102 | 791 | 375 | 573 | 483 | 316 | 175 | 595 | 293 | 449 | 385 | 251 | 102 | 223 | 120 | 313 | 213 |
| | 8.30 - 9.00 | | | | A | 18.1 | 25 | 1604 | 1937 | 379 | 314 | 119 | 820 | 424 | 604 | 505 | 301 | 170 | 597 | 283 | 451 | 415 | 269 | 103 | 211 | 117 | 309 | 204 |
| | 9.00 - 9.30 | | | | A | 23.7 | 33 | 2100 | 1872 | 382 | 317 | 110 | 816 | 399 | 594 | 488 | 318 | 182 | 602 | 290 | 452 | 397 | 261 | 109 | 187 | 101 | 267 | 165 |
| FRANK'S PLACE(R) | | | | | A | 11.8 | 19 | 1045 | 1582 | 356 | 266 | 64 | 857 | 219 | 402 | 388 | 424 | 400 | 529 | 176 | 290 | 294 | 249 | 201 | 76 | 37^ | 121 | 54^ |
| MON | 8.30P | 30 | CBS | 1 | B | 11.8 | 19 | 1045 | 1582 | 356 | 266 | 64 | 857 | 219 | 402 | 388 | 424 | 400 | 529 | 176 | 290 | 294 | 249 | 201 | 76 | 37^ | 121 | 54^ |
| | 209 | 99 | CS | 4 | C | 13.1 | 20 | 1156 | 1564 | 363 | 271 | 79 | 857 | 249 | 431 | 408 | 394 | 375 | 527 | 174 | 294 | 295 | 250 | 192 | 71 | 36 | 108 | 65 |
| FULL HOUSE(R) | | | | | A | 10.5 | 16 | 930 | 1701 | 371 | 303 | 48^ | 800 | 315 | 478 | 383 | 305 | 295 | 450 | 208 | 318 | 253 | 173 | 110 | 195 | 115 | 257 | 199 |
| FRI | 8.00P | 30 | ABC | 1 | B | 10.5 | 16 | 930 | 1701 | 371 | 303 | 48^ | 800 | 315 | 478 | 383 | 305 | 295 | 450 | 208 | 318 | 253 | 173 | 110 | 195 | 115 | 257 | 199 |
| | 200 | 95 | CS | 14 | C | 9.7 | 18 | 863 | 1730 | 297 | 235 | 86 | 789 | 280 | 453 | 409 | 335 | 289 | 487 | 196 | 312 | 288 | 213 | 136 | 156 | 85 | 298 | 199 |
| GOLDEN GIRLS(R) | | | | | A | 25.4 | 42 | 2250 | 1786 | 300 | 226 | 70 | 896 | 242 | 408 | 398 | 369 | 422 | 563 | 177 | 302 | 275 | 249 | 215 | 127 | 76 | 200 | 156 |
| SAT | 9.00P | 30 | NBC | 1 | B | 25.4 | 42 | 2250 | 1786 | 300 | 226 | 70 | 896 | 242 | 408 | 398 | 369 | 422 | 563 | 177 | 302 | 275 | 249 | 215 | 127 | 76 | 200 | 156 |
| | 210 | 99 | CS | 15 | C | 22.2 | 39 | 1965 | 1706 | 308 | 225 | 61 | 897 | 230 | 399 | 383 | 376 | 440 | 485 | 136 | 240 | 233 | 217 | 211 | 127 | 79 | 198 | 138 |
| GROWING PAINS(R) | | | | | A | 18.5 | 29 | 1639 | 1942 | 296 | 258 | 120 | 745 | 341 | 516 | 423 | 283 | 197 | 516 | 270 | 401 | 331 | 196 | 93 | 232 | 118 | 350 | 239 |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

| PROGRAM NAME / DAY | TIME / #STNS | DUR / CVG% | NET / TYPE | NO. OF T/C | KEY | HH AVG. AUD. % | HH SH % | HH AVG. AUD. 0,000 | TOTAL PERS (2+) | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | LOH 18-49 W/CH <3 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS TOT. 12-17 | TEENS FEM. 12-17 | CHILDREN TOT. 2-11 | CHILDREN TOT. 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| GROWING PAINS(R)-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| TUE | 8.30P | 30 | ABC | 1 | B | 18.5 | 29 | 1639 | 1842 | 296 | 258 | 120 | 745 | 341 | 516 | 423 | 283 | 197 | 516 | 270 | 401 | 331 | 196 | 93 | 232 | 118 | 350 | 239 |
| | 198 | 94 | CS | 14 | C | 22.5 | 34 | 1995 | 1790 | 349 | 302 | 105 | 766 | 358 | 537 | 446 | 290 | 191 | 481 | 238 | 357 | 303 | 195 | 94 | 237 | 131 | 306 | 210 |
| HEAD OF THE CLASS(R) | | | | | A | 16.3 | 27 | 1444 | 1854 | 361 | 315 | 125 | 780 | 370 | 541 | 457 | 303 | 190 | 528 | 242 | 393 | 322 | 228 | 115 | 189 | 112 | 357 | 249 |
| WED | 8.30P | 30 | ABC | 1 | B | 16.3 | 27 | 1444 | 1854 | 361 | 315 | 125 | 780 | 370 | 541 | 457 | 303 | 190 | 528 | 242 | 393 | 322 | 228 | 115 | 189 | 112 | 357 | 249 |
| | 209 | 98 | CS | 13 | C | 16.3 | 26 | 1446 | 1714 | 336 | 282 | 102 | 750 | 332 | 497 | 431 | 292 | 210 | 481 | 228 | 348 | 302 | 198 | 104 | 203 | 109 | 280 | 184 |
| HIGH MOUNTAIN RANGERS | | | | | A | 12.7 | 21 | 1125 | 1981 | 278 | 189 | 69 | 853 | 201 | 421 | 430 | 453 | 361 | 791 | 203 | 429 | 456 | 445 | 286 | 96 | 56^ | 241 | 149 |
| SAT | 8.00P | 60 | CBS | 1 | B | 12.7 | 21 | 1125 | 1981 | 278 | 189 | 69 | 853 | 201 | 421 | 430 | 453 | 361 | 791 | 203 | 429 | 456 | 445 | 286 | 96 | 56^ | 241 | 149 |
| | 209 | 99 | A | 1 | C | 12.7 | 21 | 1125 | 1981 | 278 | 189 | 69 | 853 | 201 | 421 | 430 | 453 | 361 | 791 | 203 | 429 | 456 | 445 | 286 | 96 | 56^ | 241 | 149 |
| | 8.00 - 8.30 | | | | A | 12.6 | 21 | 1116 | 1955 | 295 | 199 | 67 | 853 | 192 | 410 | 416 | 456 | 371 | 784 | 185 | 410 | 438 | 450 | 298 | 93 | 58 | 225 | 144 |
| | 8.30 - 9.00 | | | | A | 12.8 | 21 | 1134 | 2007 | 262 | 179 | 71 | 853 | 210 | 431 | 443 | 451 | 351 | 798 | 220 | 447 | 474 | 440 | 275 | 98 | 55^ | 257 | 154 |
| HIGHWAY TO HEAVEN(R) | | | | | A | 13.8 | 23 | 1223 | 1916 | 287 | 207 | 46^ | 923 | 170 | 398 | 401 | 444 | 450 | 578 | 162 | 296 | 275 | 282 | 232 | 164 | 84 | 251 | 172 |
| WED | 8.00P | 60 | NBC | 1 | B | 13.8 | 23 | 1223 | 1916 | 287 | 207 | 46^ | 923 | 170 | 398 | 401 | 444 | 450 | 578 | 162 | 296 | 275 | 282 | 232 | 164 | 84 | 251 | 172 |
| | 198 | 95 | GD | 13 | C | 14.2 | 23 | 1257 | 1746 | 289 | 210 | 61 | 876 | 183 | 388 | 400 | 425 | 418 | 530 | 128 | 249 | 243 | 272 | 242 | 128 | 61 | 212 | 134 |
| | 8.00 - 8.30 | | | | A | 13.0 | 22 | 1152 | 1901 | 279 | 197 | 42^ | 924 | 160 | 386 | 394 | 442 | 466 | 575 | 150 | 284 | 267 | 283 | 241 | 168 | 90 | 234 | 155 |
| | 8.30 - 9.00 | | | | A | 14.5 | 24 | 1285 | 1943 | 297 | 218 | 50 | 929 | 181 | 412 | 411 | 448 | 439 | 585 | 174 | 309 | 285 | 284 | 226 | 161 | 78 | 267 | 188 |
| HOOPERMAN(R) | | | | | A | 14.6 | 24 | 1294 | 1793 | 314 | 274 | 113 | 729 | 311 | 498 | 440 | 330 | 182 | 586 | 240 | 401 | 357 | 274 | 141 | 178 | 114 | 300 | 198 |
| WED | 9.00P | 30 | ABC | 1 | B | 14.6 | 24 | 1294 | 1793 | 314 | 274 | 113 | 729 | 311 | 498 | 440 | 330 | 182 | 586 | 240 | 401 | 357 | 274 | 141 | 178 | 114 | 300 | 198 |
| | 212 | 99 | OP | 12 | C | 16.2 | 26 | 1432 | 1663 | 317 | 257 | 95 | 770 | 292 | 473 | 438 | 341 | 245 | 543 | 216 | 355 | 323 | 250 | 153 | 148 | 77 | 201 | 130 |
| HOTEL | | | | | A | 10.2 | 18 | 904 | 1723 | 384 | 313 | 71 | 877 | 269 | 523 | 443 | 438 | 323 | 544 | 206 | 346 | 305 | 246 | 161 | 130 | 78 | 172 | 130 |
| SAT | 10.00P | 60 | ABC | 1 | B | 10.2 | 18 | 904 | 1723 | 384 | 313 | 71 | 877 | 269 | 523 | 443 | 438 | 323 | 544 | 206 | 346 | 305 | 246 | 161 | 130 | 78 | 172 | 130 |
| | 214 | 99 | GD | 12 | C | 9.3 | 18 | 821 | 1591 | 338 | 268 | 82 | 855 | 261 | 451 | 415 | 383 | 351 | 488 | 177 | 276 | 269 | 218 | 170 | 108 | 68 | 140 | 89 |
| | 10.00 - 10.30 | | | | A | 9.5 | 17 | 842 | 1737 | 377 | 305 | 73^ | 877 | 263 | 520 | 444 | 442 | 325 | 548 | 211 | 358 | 308 | 245 | 155 | 141 | 82 | 172 | 130 |
| | 10.30 - 11.00 | | | | A | 10.9 | 20 | 966 | 1710 | 391 | 321 | 69 | 877 | 275 | 526 | 442 | 435 | 321 | 541 | 202 | 335 | 303 | 247 | 167 | 120 | 74 | 172 | 131 |
| HOUSTON KNIGHTS | | | | | A | 10.4 | 17 | 921 | 1981 | 356 | 272 | 76 | 852 | 235 | 484 | 469 | 460 | 312 | 781 | 219 | 447 | 454 | 426 | 270 | 139 | 73 | 209 | 130 |
| SAT | 9.00P | 60 | CBS | 1 | B | 10.4 | 17 | 921 | 1981 | 356 | 272 | 76 | 852 | 235 | 484 | 469 | 460 | 312 | 781 | 219 | 447 | 454 | 426 | 270 | 139 | 73 | 209 | 130 |
| | 207 | 97 | OP | 1 | C | 10.4 | 17 | 921 | 1981 | 356 | 272 | 76 | 852 | 235 | 484 | 469 | 460 | 312 | 781 | 219 | 447 | 454 | 426 | 270 | 139 | 73 | 209 | 130 |
| | 9.00 - 9.30 | | | | A | 9.9 | 16 | 877 | 2018 | 353 | 264 | 67^ | 847 | 217 | 472 | 466 | 473 | 316 | 806 | 219 | 451 | 465 | 445 | 285 | 148 | 76 | 217 | 134 |
| | 9.30 - 10.00 | | | | A | 11.0 | 19 | 975 | 1929 | 355 | 276 | 83 | 850 | 249 | 491 | 467 | 445 | 305 | 751 | 218 | 439 | 441 | 405 | 254 | 129 | 70 | 199 | 125 |
| HOUSTON KNIGHTS(B,R) | | | | | A | 7.7 | 12 | 682 | 1810 | 337 | 269 | 60^ | 725 | 216 | 434 | 381 | 396 | 248 | 680 | 178 | 413 | 362 | 378 | 225 | 130 | 77^ | 275 | 200 |
| TUE | 8.00P | 60 | CBS | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 176 | 86 | OP | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 8.00 - 8.30 | | | | A | 7.5 | 12 | 665 | 1808 | 341 | 269 | 65^ | 724 | 204 | 430 | 375 | 397 | 251 | 668 | 191 | 410 | 359 | 354 | 213 | 144 | 81^ | 272 | 196 |
| | 8.30 - 9.00 | | | | A | 7.8 | 12 | 691 | 1834 | 338 | 272 | 55^ | 735 | 231 | 443 | 391 | 401 | 248 | 700 | 169 | 422 | 369 | 406 | 239 | 117 | 75^ | 282 | 206 |
| HUNTER | | | | | A | 16.5 | 26 | 1462 | 1770 | 310 | 244 | 67 | 890 | 202 | 464 | 457 | 483 | 354 | 617 | 145 | 302 | 292 | 344 | 259 | 126 | 64 | 137 | 84 |
| TUE | 9.00P | 60 | NBC | 1 | B | 16.5 | 26 | 1462 | 1770 | 310 | 244 | 67 | 890 | 202 | 464 | 457 | 483 | 354 | 617 | 145 | 302 | 292 | 344 | 259 | 126 | 64 | 137 | 84 |
| | 180 | 96 | OP | 1 | C | 16.5 | 26 | 1462 | 1770 | 310 | 244 | 67 | 890 | 202 | 464 | 457 | 483 | 354 | 617 | 145 | 302 | 292 | 344 | 259 | 126 | 64 | 137 | 84 |
| | CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | |

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

| PROGRAM NAME / DAY TIME DUR NET NO. OF T/C / #STNS CVG% TYPE | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SH % | AVG. AUD. 0,000 | TOTAL PERS (2+) | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | LOH 18-49 W/CH <3 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS TOT. 12-17 | TEENS FEM. 12-17 | CHILDREN TOT. 2-11 | CHILDREN TOT. 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | |
| HUNTER-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | A | 16.2 | 26 | 1435 | 1768 | 300 | 231 | 68 | 899 | 194 | 450 | 450 | 487 | 378 | 610 | 139 | 289 | 278 | 337 | 268 | 124 | 63 | 136 | 79 |
| 9.30 - 10.00 | A | 16.8 | 27 | 1488 | 1772 | 320 | 257 | 67 | 882 | 210 | 478 | 465 | 480 | 332 | 625 | 151 | 314 | 306 | 350 | 250 | 128 | 64 | 137 | 89 |
| I MARRIED DORA(R) | A | 12.0 | 19 | 1063 | 1757 | 339 | 271 | 78 | 809 | 312 | 490 | 405 | 318 | 292 | 503 | 203 | 316 | 267 | 196 | 159 | 216 | 148 | 230 | 172 |
| FRI 8.30P 30 ABC 1 | B | 12.0 | 19 | 1063 | 1757 | 339 | 271 | 78 | 809 | 312 | 490 | 405 | 318 | 292 | 503 | 203 | 316 | 267 | 196 | 159 | 216 | 148 | 230 | 172 |
| 209 98 CS 14 | C | 10.1 | 18 | 897 | 1705 | 304 | 240 | 88 | 819 | 293 | 467 | 420 | 346 | 303 | 502 | 203 | 319 | 292 | 214 | 144 | 135 | 76 | 248 | 160 |
| JAKE AND THE FATMAN(R) | A | 11.2 | 18 | 992 | 1725 | 271 | 184 | 45^ | 787 | 182 | 345 | 330 | 367 | 396 | 686 | 122 | 313 | 293 | 358 | 336 | 97 | 55^ | 155 | 102 |
| TUE 9.00P 60 CBS 1 | B | 11.2 | 18 | 992 | 1725 | 271 | 184 | 45^ | 787 | 182 | 345 | 330 | 367 | 396 | 686 | 122 | 313 | 293 | 358 | 336 | 97 | 55^ | 155 | 102 |
| 197 97 OP 12 | C | 12.2 | 19 | 1085 | 1578 | 267 | 182 | 56 | 806 | 174 | 348 | 355 | 394 | 399 | 595 | 126 | 265 | 273 | 311 | 288 | 76 | 37 | 102 | 66 |
| 9.00 - 9.30 | A | 10.8 | 17 | 957 | 1720 | 267 | 186 | 46^ | 785 | 177 | 345 | 335 | 366 | 392 | 675 | 115 | 308 | 293 | 354 | 331 | 101 | 57^ | 159 | 103 |
| 9.30 - 10.00 | A | 11.6 | 19 | 1028 | 1729 | 274 | 183 | 44^ | 790 | 187 | 344 | 324 | 369 | 400 | 696 | 128 | 317 | 294 | 361 | 340 | 93 | 54^ | 150 | 101 |
| J.J. STARBUCK(R) | A | 15.9 | 29 | 1409 | 1784 | 305 | 216 | 53 | 846 | 201 | 410 | 428 | 430 | 355 | 655 | 156 | 347 | 345 | 384 | 252 | 117 | 66 | 166 | 116 |
| SAT 10.00P 60 NBC 1 | B | 15.9 | 29 | 1409 | 1784 | 305 | 216 | 53 | 846 | 201 | 410 | 428 | 430 | 355 | 655 | 156 | 347 | 345 | 384 | 252 | 117 | 66 | 166 | 116 |
| 206 99 GD 2 | C | 15.7 | 30 | 1391 | 1808 | 317 | 219 | 55 | 888 | 207 | 417 | 428 | 448 | 386 | 661 | 168 | 341 | 340 | 361 | 263 | 111 | 65 | 148 | 101 |
| 10.00 - 10.30 | A | 16.3 | 29 | 1444 | 1790 | 310 | 220 | 49 | 850 | 205 | 412 | 424 | 426 | 358 | 641 | 153 | 334 | 333 | 369 | 247 | 122 | 68 | 177 | 128 |
| 10.30 - 11.00 | A | 15.5 | 28 | 1373 | 1777 | 298 | 211 | 57 | 841 | 197 | 408 | 433 | 435 | 353 | 671 | 159 | 361 | 356 | 399 | 257 | 111 | 63 | 154 | 104 |
| KATE & ALLIE(R) | A | 14.4 | 23 | 1276 | 1608 | 342 | 250 | 54 | 909 | 229 | 429 | 397 | 431 | 414 | 472 | 140 | 234 | 241 | 224 | 198 | 106 | 59 | 121 | 76 |
| MON 8.00P 30 CBS 1 | B | 14.4 | 23 | 1276 | 1608 | 342 | 250 | 54 | 909 | 229 | 429 | 397 | 431 | 414 | 472 | 140 | 234 | 241 | 224 | 198 | 106 | 59 | 121 | 76 |
| 208 99 CS 4 | C | 15.3 | 23 | 1353 | 1586 | 349 | 254 | 73 | 863 | 245 | 435 | 408 | 393 | 374 | 489 | 143 | 250 | 252 | 231 | 201 | 97 | 62 | 138 | 89 |
| KENNEDY CENTER HONORS(S) | A | 10.2 | 17 | 904 | 1574 | 260 | 164 | 6v | 914 | 110 | 249 | 269 | 393 | 601 | 542 | 91 | 170 | 147 | 227 | 349 | 41^ | 18^ | 77 | 53^ |
| WED 9.00P 120 CBS | | | | | | | | | | | | | | | | | | | | | | | | |
| 208 99 AC | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | A | 10.1 | 16 | 895 | 1593 | 258 | 156 | 10v | 936 | 114 | 234 | 248 | 385 | 641 | 537 | 69^ | 156 | 135 | 219 | 364 | 44^ | 16v | 76 | 62^ |
| 9.30 - 10.00 | A | 10.4 | 17 | 921 | 1579 | 269 | 172 | 9v | 941 | 104 | 245 | 273 | 403 | 625 | 531 | 87 | 166 | 142 | 220 | 344 | 51^ | 22^ | 56^ | 48^ |
| 10.00 - 10.30 | A | 10.4 | 17 | 921 | 1546 | 252 | 163 | 4v | 894 | 110 | 248 | 276 | 387 | 577 | 536 | 103 | 172 | 146 | 224 | 337 | 32^ | 18v | 84 | 50^ |
| 10.30 - 11.00 | A | 9.8 | 17 | 868 | 1596 | 263 | 168 | 1v | 895 | 114 | 271 | 284 | 400 | 567 | 568 | 105 | 190 | 168 | 247 | 353 | 41^ | 17v | 93 | 51^ |
| LAW & HARRY MCGRAW(R) | A | 10.8 | 19 | 957 | 1657 | 300 | 217 | 59^ | 789 | 168 | 375 | 375 | 409 | 361 | 646 | 137 | 318 | 324 | 339 | 283 | 95 | 55^ | 126 | 88 |
| TUE 10.00P 60 CBS 1 | B | 10.8 | 19 | 957 | 1657 | 300 | 217 | 59^ | 789 | 168 | 375 | 375 | 409 | 361 | 646 | 137 | 318 | 324 | 339 | 283 | 95 | 55^ | 126 | 88 |
| 194 96 PD 11 | C | 10.9 | 19 | 967 | 1511 | 286 | 191 | 50 | 796 | 160 | 341 | 362 | 407 | 392 | 572 | 129 | 263 | 264 | 302 | 267 | 64 | 34 | 80 | 54 |
| 10.00 - 10.30 | A | 10.7 | 18 | 948 | 1667 | 304 | 222 | 60^ | 805 | 180 | 389 | 384 | 411 | 363 | 654 | 140 | 326 | 326 | 336 | 289 | 83 | 53^ | 125 | 88 |
| 10.30 - 11.00 | A | 10.9 | 20 | 966 | 1646 | 297 | 212 | 57^ | 774 | 156 | 361 | 367 | 407 | 359 | 639 | 134 | 310 | 321 | 342 | 277 | 107 | 57^ | 127 | 89 |
| MARRIED...WITH CHILDREN(R) | A | 4.1 | 6 | 363 | 1856 | 309 | 285 | 76^ | 621 | 330 | 492 | 428 | 238 | 116^ | 646 | 440 | 581 | 435 | 183 | 58^ | 245 | 95^ | 345 | 232 |
| SUN 8.30P 30 FOX 1 | B | 4.1 | 6 | 363 | 1856 | 309 | 285 | 76^ | 621 | 330 | 492 | 428 | 238 | 116^ | 646 | 440 | 581 | 435 | 183 | 58^ | 245 | 95^ | 345 | 232 |
| 119 85 CS 11 | C | 4.1 | 6 | 367 | 1967 | 334 | 296 | 92 | 678 | 367 | 538 | 416 | 261 | 105 | 703 | 423 | 595 | 470 | 250 | 81 | 261 | 112 | 325 | 206 |
| MATLOCK | A | 17.5 | 28 | 1551 | 1694 | 269 | 177 | 56 | 930 | 138 | 339 | 377 | 464 | 509 | 610 | 95 | 218 | 237 | 318 | 343 | 56 | 25^ | 97 | 47 |
| TUE 8.00P 60 NBC 1 | B | 17.5 | 28 | 1551 | 1694 | 269 | 177 | 56 | 930 | 138 | 339 | 377 | 464 | 509 | 610 | 95 | 218 | 237 | 318 | 343 | 56 | 25^ | 97 | 47 |
| 186 97 GD 11 | C | 17.0 | 26 | 1508 | 1614 | 245 | 153 | 48 | 878 | 126 | 295 | 337 | 435 | 508 | 593 | 101 | 226 | 237 | 297 | 326 | 57 | 26 | 85 | 45 |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | |

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| PROGRAM NAME / DAY TIME DUR NET NO. OF T/C / #STNS CVG% TYPE | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SH % | AVG. AUD. 0,000 | TOTAL PERS (2+) | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | LOH 18-49 W/CH <3 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS TOT. 12-17 | TEENS FEM. 12-17 | CHILDREN TOT. 2-11 | CHILDREN TOT. 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | |
| MATLOCK-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | A | 16.8 | 27 | 1488 | 1693 | 266 | 175 | 48 | 935 | 132 | 333 | 371 | 464 | 521 | 611 | 91 | 217 | 240 | 314 | 345 | 51 | 24^ | 95 | 47 |
| 8.30 - 9.00 | A | 18.2 | 28 | 1613 | 1695 | 272 | 179 | 64 | 926 | 143 | 345 | 381 | 464 | 497 | 610 | 99 | 219 | 234 | 321 | 342 | 60 | 27^ | 99 | 48 |
| MR. BELVEDERE(R) | A | 12.8 | 20 | 1134 | 1863 | 346 | 285 | 87 | 804 | 308 | 499 | 424 | 325 | 264 | 577 | 240 | 387 | 334 | 242 | 163 | 237 | 145 | 245 | 178 |
| FRI 9.00P 30 ABC 1 | B | 12.8 | 20 | 1134 | 1863 | 346 | 285 | 87 | 804 | 308 | 499 | 424 | 325 | 264 | 577 | 240 | 387 | 334 | 242 | 163 | 237 | 145 | 245 | 178 |
| 209 99 CS 10 | C | 10.9 | 18 | 961 | 1749 | 292 | 225 | 81 | 797 | 262 | 445 | 398 | 345 | 306 | 496 | 187 | 307 | 287 | 217 | 151 | 178 | 102 | 278 | 191 |
| MR. PRESIDENT | A | 2.6 | 4 | 230 | 1709 | 290 | 264^ | 84^ | 706 | 245^ | 484 | 426 | 368 | 207^ | 678 | 338 | 434 | 373 | 210^ | 216^ | 62v | 36v | 263^ | 155^ |
| SAT 8.00P 30 FOX 1 | B | 2.6 | 4 | 230 | 1709 | 290 | 264^ | 84^ | 706 | 245^ | 484 | 426 | 368 | 207^ | 678 | 338 | 434 | 373 | 210^ | 216^ | 62v | 36v | 263^ | 155^ |
| 115 85 CS 11 | C | 2.6 | 5 | 233 | 1588 | 308 | 241 | 63^ | 652 | 229 | 393 | 372 | 345 | 205 | 596 | 240 | 387 | 330 | 256 | 183 | 138 | 69^ | 201 | 144 |
| MOONLIGHTING(R) | A | 15.0 | 24 | 1329 | 1668 | 301 | 267 | 124 | 752 | 392 | 548 | 470 | 280 | 153 | 506 | 279 | 408 | 371 | 196 | 60 | 183 | 107 | 227 | 152 |
| TUE 9.00P 60 ABC 1 | B | 15.0 | 24 | 1329 | 1668 | 301 | 267 | 124 | 752 | 392 | 548 | 470 | 280 | 153 | 506 | 279 | 408 | 371 | 196 | 60 | 183 | 107 | 227 | 152 |
| 194 93 PD 10 | C | 19.7 | 31 | 1747 | 1685 | 369 | 327 | 131 | 776 | 410 | 592 | 498 | 284 | 147 | 505 | 284 | 406 | 337 | 187 | 72 | 196 | 110 | 207 | 133 |
| 9.00 - 9.30 | A | 14.9 | 24 | 1320 | 1667 | 294 | 261 | 126 | 746 | 388 | 540 | 451 | 275 | 158 | 500 | 277 | 405 | 365 | 190 | 59 | 179 | 106 | 242 | 159 |
| 9.30 - 10.00 | A | 15.0 | 24 | 1329 | 1679 | 310 | 276 | 122 | 762 | 399 | 560 | 493 | 288 | 148 | 515 | 283 | 415 | 378 | 203 | 62 | 187 | 108 | 214 | 146 |
| MURDER, SHE WROTE | A | 25.2 | 35 | 2233 | 1717 | 349 | 235 | 43 | 940 | 158 | 386 | 424 | 476 | 478 | 624 | 117 | 253 | 257 | 322 | 321 | 65 | 36 | 89 | 51 |
| SUN 8.00P 60 CBS 1 | B | 25.2 | 35 | 2233 | 1717 | 349 | 235 | 43 | 940 | 158 | 386 | 424 | 476 | 478 | 624 | 117 | 253 | 257 | 322 | 321 | 65 | 36 | 89 | 51 |
| 210 99 SM 16 | C | 20.8 | 31 | 1840 | 1602 | 314 | 201 | 43 | 893 | 137 | 331 | 363 | 445 | 492 | 588 | 102 | 230 | 248 | 301 | 311 | 55 | 28 | 66 | 40 |
| 8.00 - 8.30 | A | 25.0 | 36 | 2215 | 1703 | 347 | 235 | 40 | 928 | 155 | 377 | 410 | 462 | 479 | 629 | 120 | 253 | 255 | 320 | 327 | 65 | 37 | 82 | 44 |
| 8.30 - 9.00 | A | 25.4 | 35 | 2250 | 1731 | 351 | 235 | 47 | 951 | 160 | 396 | 437 | 490 | 477 | 619 | 114 | 253 | 260 | 323 | 314 | 65 | 36 | 96 | 57 |
| MY TWO DAD'S | A | 19.5 | 28 | 1728 | 1784 | 366 | 317 | 105 | 792 | 403 | 575 | 454 | 282 | 183 | 535 | 271 | 400 | 349 | 214 | 101 | 217 | 118 | 240 | 156 |
| SUN 9.07P 30 NBC 1 | B | 19.5 | 28 | 1728 | 1784 | 366 | 317 | 105 | 792 | 403 | 575 | 454 | 282 | 183 | 535 | 271 | 400 | 349 | 214 | 101 | 217 | 118 | 240 | 156 |
| 203 99 CS 13 | C | 17.5 | 26 | 1551 | 1864 | 374 | 329 | 101 | 786 | 377 | 580 | 488 | 312 | 166 | 554 | 271 | 420 | 365 | 235 | 96 | 237 | 131 | 287 | 201 |
| 9.00 - 9.30 | A | 19.5 | 28 | 1728 | 1794 | 367 | 318 | 105 | 792 | 403 | 576 | 455 | 283 | 182 | 534 | 268 | 399 | 349 | 218 | 100 | 220 | 120 | 247 | 162 |
| 9.30 - 10.00 | A | 19.6 | 28 | 1737 | 1742 | 360 | 313 | 102 | 787 | 401 | 568 | 447 | 275 | 186 | 535 | 279 | 399 | 346 | 201 | 104 | 206 | 114 | 214 | 137 |
| NBC MONDAY NIGHT MOVIES | A | 17.0 | 28 | 1506 | 1748 | 377 | 303 | 86 | 949 | 292 | 568 | 522 | 470 | 327 | 493 | 149 | 266 | 260 | 260 | 188 | 157 | 91 | 149 | 99 |
| MON 9.00P 120 NBC 1 | B | 17.0 | 28 | 1506 | 1748 | 377 | 303 | 86 | 949 | 292 | 568 | 522 | 470 | 327 | 493 | 149 | 266 | 260 | 260 | 188 | 157 | 91 | 149 | 99 |
| 196 98 FF 14 | C | 17.1 | 27 | 1511 | 1630 | 336 | 266 | 84 | 871 | 281 | 502 | 459 | 406 | 309 | 477 | 162 | 288 | 267 | 235 | 156 | 136 | 79 | 146 | 90 |
| ROMAN HOLIDAY | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | A | 15.7 | 24 | 1391 | 1747 | 357 | 285 | 89 | 954 | 294 | 569 | 519 | 480 | 332 | 447 | 138 | 241 | 244 | 232 | 169 | 147 | 73 | 199 | 125 |
| 9.30 - 10.00 | A | 16.6 | 26 | 1471 | 1746 | 376 | 304 | 90 | 955 | 288 | 572 | 526 | 475 | 335 | 483 | 144 | 258 | 259 | 248 | 189 | 156 | 91 | 153 | 101 |
| 10.00 - 10.30 | A | 17.7 | 29 | 1568 | 1760 | 389 | 316 | 86 | 948 | 291 | 570 | 526 | 468 | 322 | 511 | 151 | 275 | 266 | 278 | 194 | 168 | 101 | 133 | 93 |
| 10.30 - 11.00 | A | 17.9 | 32 | 1586 | 1747 | 384 | 308 | 80 | 946 | 295 | 564 | 520 | 459 | 323 | 527 | 161 | 286 | 269 | 279 | 198 | 158 | 96 | 116 | 79 |
| NBC NEWS SPECIAL-WED(S) | A | 17.5 | 30 | 1551 | 1769 | 359 | 282 | 83 | 801 | 328 | 547 | 511 | 385 | 177 | 700 | 288 | 493 | 449 | 345 | 150 | 121 | 59 | 147 | 92 |
| WED 10.00P 60 NBC | | | | | | | | | | | | | | | | | | | | | | | | |
| 203 99 DN | | | | | | | | | | | | | | | | | | | | | | | | |
| SCARED SEXLESS | | | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | A | 17.9 | 30 | 1586 | 1772 | 361 | 282 | 84 | 803 | 323 | 545 | 512 | 388 | 179 | 690 | 274 | 480 | 440 | 348 | 155 | 125 | 63 | 154 | 92 |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# II PROGRAM AUDIENCE ESTIMATES (Alpha) DEC. 28, 1987-JAN. 3, 1988

| PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SH % | AVG. AUD. 0,000 | TOTAL PERS (2+) | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | LOH 18-49 W/CH <3 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS TOT. 12-17 | TEENS FEM. 12-17 | CHILDREN TOT. 2-11 | CHILDREN TOT. 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | |
| NBC NEWS SPECIAL-WED(S)-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | |
| 10.30 - 11.00 | A | 17.2 | 30 | 1524 | 1756 | 354 | 281 | 83 | 795 | 332 | 545 | 507 | 379 | 175 | 706 | 301 | 504 | 456 | 340 | 144 | 116 | 55 | 139 | 92 |
| NBC SUNDAY NIGHT MOVIE(R) | A | 18.3 | 32 | 1621 | 1697 | 386 | 344 | 107 | 836 | 460 | 617 | 464 | 271 | 187 | 607 | 328 | 457 | 392 | 224 | 112 | 122 | 76 | 131 | 69 |
| SUN 9.37P 151 NBC 1 | B | 18.3 | 32 | 1621 | 1697 | 386 | 344 | 107 | 836 | 460 | 617 | 464 | 271 | 187 | 607 | 328 | 457 | 392 | 224 | 112 | 122 | 76 | 131 | 69 |
| 204 99 FF 13 | C | 16.8 | 27 | 1492 | 1735 | 351 | 294 | 97 | 807 | 345 | 546 | 469 | 339 | 214 | 618 | 280 | 438 | 388 | 268 | 137 | 163 | 91 | 147 | 94 |
| AN OFFICER AND A GENTLEMAN | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.30 - 10.00 | A | 17.6 | 26 | 1559 | 1724 | 387 | 344 | 111 | 833 | 458 | 615 | 483 | 272 | 184 | 595 | 318 | 444 | 381 | 211 | 119 | 128 | 78 | 168 | 97 |
| 10.00 - 10.30 | A | 18.5 | 28 | 1639 | 1713 | 398 | 357 | 116 | 833 | 476 | 631 | 483 | 267 | 169 | 601 | 342 | 462 | 393 | 209 | 105 | 126 | 82 | 154 | 83 |
| 10.30 - 11.00 | A | 18.4 | 30 | 1630 | 1708 | 407 | 365 | 108 | 838 | 473 | 633 | 468 | 274 | 169 | 603 | 339 | 456 | 395 | 219 | 101 | 131 | 86 | 137 | 72 |
| 11.00 - 11.30 | A | 18.3 | 35 | 1621 | 1689 | 391 | 349 | 111 | 849 | 467 | 621 | 459 | 266 | 196 | 606 | 330 | 456 | 394 | 222 | 112 | 118 | 73 | 115 | 59 |
| 11.30 - 12.00 | A | 19.3 | 46 | 1710 | 1688 | 364 | 324 | 98 | 840 | 447 | 602 | 446 | 273 | 206 | 629 | 321 | 471 | 405 | 250 | 120 | 116 | 69 | 103 | 50 |
| 12.00 - 12.30 | A | 14.5 | 43 | 1285 | 1657 | 337 | 289 | 80 | 832 | 398 | 566 | 421 | 297 | 235 | 628 | 297 | 438 | 365 | 257 | 148 | 107 | 62 | 89 | 43^ |
| NEWHART(R) | A | 14.4 | 22 | 1276 | 1684 | 379 | 300 | 102 | 853 | 303 | 476 | 448 | 378 | 327 | 549 | 211 | 338 | 315 | 255 | 178 | 99 | 45^ | 183 | 121 |
| MON 9.00P 30 CBS 1 | B | 14.4 | 22 | 1276 | 1684 | 379 | 300 | 102 | 853 | 303 | 476 | 448 | 378 | 327 | 549 | 211 | 338 | 315 | 255 | 178 | 99 | 45^ | 183 | 121 |
| 206 98 CS 14 | C | 16.9 | 25 | 1500 | 1609 | 375 | 298 | 103 | 849 | 308 | 494 | 467 | 359 | 298 | 520 | 195 | 331 | 314 | 241 | 161 | 103 | 61 | 137 | 87 |
| NFL MONDAY NIGHT FOOTBALL | A | 14.7 | 25 | 1302 | 1611 | 240 | 184 | 48^ | 527 | 159 | 302 | 285 | 253 | 184 | 883 | 307 | 517 | 498 | 399 | 283 | 88 | 16^ | 112 | 74 |
| MON 9.00P 182 ABC 1 | B | 14.7 | 25 | 1302 | 1611 | 240 | 184 | 48^ | 527 | 159 | 302 | 285 | 253 | 184 | 883 | 307 | 517 | 498 | 399 | 283 | 88 | 16^ | 112 | 74 |
| 215 98 SE 15 | C | 17.8 | 31 | 1577 | 1580 | 204 | 168 | 48 | 501 | 170 | 297 | 279 | 234 | 167 | 877 | 324 | 548 | 518 | 406 | 257 | 98 | 24 | 103 | 61 |
| NEW ENGLAND VS MIAMI | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | A | 14.8 | 23 | 1311 | 1669 | 230 | 172 | 44^ | 567 | 152 | 295 | 282 | 271 | 233 | 865 | 285 | 479 | 462 | 384 | 296 | 80 | 30^ | 157 | 102 |
| 9.30 - 10.00 | A | 16.5 | 26 | 1462 | 1678 | 243 | 194 | 41^ | 559 | 157 | 305 | 285 | 272 | 216 | 896 | 287 | 504 | 483 | 412 | 308 | 83 | 22^ | 140 | 90 |
| 10.00 - 10.30 | A | 16.0 | 26 | 1418 | 1641 | 243 | 185 | 49 | 536 | 154 | 308 | 297 | 275 | 187 | 899 | 313 | 522 | 497 | 401 | 301 | 85 | 16^ | 121 | 79 |
| 10.30 - 11.00 | A | 14.5 | 24 | 1285 | 1585 | 231 | 184 | 51 | 501 | 149 | 301 | 289 | 250 | 159 | 895 | 321 | 554 | 528 | 406 | 267 | 81 | 14^ | 107 | 72 |
| 11.00 - 11.30 | A | 13.7 | 26 | 1214 | 1535 | 244 | 184 | 56 | 493 | 173 | 300 | 276 | 218 | 152 | 871 | 323 | 543 | 524 | 395 | 247 | 99 | 8v | 73 | 49^ |
| 11.30 - 12.00 | A | 13.2 | 30 | 1170 | 1498 | 241 | 182 | 46^ | 484 | 164 | 295 | 273 | 219 | 143 | 849 | 310 | 495 | 487 | 386 | 264 | 101 | 2v | 65 | 43^ |
| 12.00 - 12.30 | A | 12.2 | 30 | 1081 | 1455 | 228 | 180 | 48^ | 500 | 168 | 308 | 267 | 223 | 154 | 797 | 291 | 457 | 441 | 360 | 256 | 102 | << | 55^ | 35^ |
| NIGHT COURT(R) | A | 13.7 | 29 | 1214 | 1938 | 371 | 310 | 75 | 880 | 244 | 492 | 463 | 407 | 327 | 602 | 239 | 381 | 320 | 264 | 173 | 216 | 133 | 240 | 163 |
| THU 9.30P 30 NBC 1 | B | 13.7 | 29 | 1214 | 1938 | 371 | 310 | 75 | 880 | 244 | 492 | 463 | 407 | 327 | 602 | 239 | 381 | 320 | 264 | 173 | 216 | 133 | 240 | 163 |
| 202 94 CS 11 | C | 22.5 | 36 | 1989 | 1644 | 362 | 300 | 108 | 809 | 323 | 527 | 478 | 353 | 233 | 566 | 239 | 386 | 352 | 250 | 142 | 140 | 75 | 129 | 73 |
| OHARA | A | 8.3 | 14 | 735 | 1795 | 317 | 232 | 70^ | 808 | 222 | 433 | 375 | 380 | 345 | 739 | 192 | 382 | 326 | 357 | 291 | 103 | 49^ | 145 | 111 |
| SAT 8.00P 60 ABC 1 | B | 8.3 | 14 | 735 | 1795 | 317 | 232 | 70^ | 808 | 222 | 433 | 375 | 380 | 345 | 739 | 192 | 382 | 326 | 357 | 291 | 103 | 49^ | 145 | 111 |
| 195 96 OP 5 | C | 8.1 | 15 | 721 | 1745 | 273 | 199 | 63 | 775 | 186 | 371 | 359 | 377 | 341 | 692 | 183 | 371 | 354 | 359 | 266 | 91 | 39^ | 187 | 121 |
| 8.00 - 8.30 | A | 8.0 | 14 | 709 | 1771 | 296 | 216 | 53^ | 812 | 205 | 417 | 366 | 381 | 364 | 719 | 184 | 353 | 296 | 326 | 298 | 101 | 54^ | 138 | 114 |
| 8.30 - 9.00 | A | 8.6 | 14 | 762 | 1818 | 335 | 247 | 86 | 804 | 238 | 447 | 384 | 378 | 327 | 758 | 199 | 409 | 353 | 386 | 285 | 105 | 44^ | 151 | 107 |
| OLYMPIC DIARY-MON | A | 6.5 | 11 | 576 | 1495 | 236 | 179 | 37^ | 674 | 186 | 350 | 308 | 300 | 284 | 686 | 268 | 391 | 398 | 277 | 207 | 63^ | 28v | 73^ | 38^ |
| MON 8.42P 1 ABC 1 | B | 6.5 | 11 | 576 | 1495 | 236 | 179 | 37^ | 674 | 186 | 350 | 308 | 300 | 284 | 686 | 268 | 391 | 398 | 277 | 207 | 63^ | 28v | 73^ | 38^ |
| 177 91 SC 15 | C | 12.5 | 20 | 1109 | 1668 | 250 | 194 | 58 | 690 | 193 | 362 | 340 | 344 | 283 | 684 | 227 | 399 | 378 | 330 | 225 | 131 | 59 | 164 | 96 |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

| PROGRAM NAME / DAY | TIME / #STNS | DUR / CVG% | NET / TYPE | NO. OF T/C | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SH % | AVG. AUD. 0,000 | TOTAL PERS (2+) | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | LOH 18-49 W/CH <3 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS TOT. 12-17 | TEENS FEM. 12-17 | CHILDREN TOT. 2-11 | CHILDREN TOT. 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| OLYMPIC DIARY-TUE | | | | | A | 10.8 | 20 | 957 | 1650 | 324 | 290 | 128 | 802 | 371 | 595 | 497 | 335 | 166 | 520 | 242 | 406 | 374 | 235 | 73 | 174 | 98 | 154 | 109 |
| TUE | 10.40P | 1 | ABC | 1 | B | 10.8 | 20 | 957 | 1650 | 324 | 290 | 128 | 802 | 371 | 595 | 497 | 335 | 166 | 520 | 242 | 406 | 374 | 235 | 73 | 174 | 98 | 154 | 109 |
| | 186 | 92 | SC | 15 | C | 14.1 | 25 | 1249 | 1574 | 356 | 307 | 135 | 837 | 416 | 616 | 524 | 320 | 181 | 495 | 241 | 372 | 335 | 206 | 93 | 119 | 70 | 123 | 76 |
| OLYMPIC DIARY-WED | | | | | A | 13.6 | 24 | 1205 | 1585 | 364 | 302 | 78 | 851 | 304 | 481 | 414 | 362 | 325 | 460 | 202 | 276 | 211 | 175 | 152 | 117 | 70 | 158 | 82 |
| WED | 10.45P | 1 | ABC | 1 | B | 13.6 | 24 | 1205 | 1585 | 364 | 302 | 78 | 851 | 304 | 481 | 414 | 362 | 325 | 460 | 202 | 276 | 211 | 175 | 152 | 117 | 70 | 158 | 82 |
| | 212 | 99 | SC | 14 | C | 14.4 | 26 | 1278 | 1544 | 339 | 271 | 82 | 883 | 283 | 479 | 440 | 376 | 356 | 452 | 170 | 267 | 246 | 199 | 149 | 98 | 56 | 111 | 72 |
| OLYMPIC DIARY-THU | | | | | A | 8.5 | 19 | 753 | 1607 | 318 | 258 | 63^ | 727 | 250 | 440 | 404 | 322 | 233 | 641 | 235 | 379 | 358 | 280 | 194 | 103 | 52^ | 137 | 81^ |
| THU | 10.36P | 1 | ABC | 1 | B | 8.5 | 19 | 753 | 1607 | 318 | 258 | 63^ | 727 | 250 | 440 | 404 | 322 | 233 | 641 | 235 | 379 | 358 | 280 | 194 | 103 | 52^ | 137 | 81^ |
| | 204 | 97 | SC | 14 | C | 10.1 | 18 | 891 | 1638 | 282 | 218 | 73 | 728 | 231 | 420 | 392 | 359 | 258 | 647 | 233 | 407 | 373 | 311 | 191 | 122 | 55 | 142 | 95 |
| OLYMPIC DIARY-FRI | | | | | A | 11.0 | 19 | 975 | 1699 | 296 | 217 | 68 | 753 | 200 | 389 | 401 | 389 | 295 | 758 | 233 | 478 | 464 | 391 | 220 | 89 | 32^ | 98 | 68 |
| FRI | 10.52P | 1 | ABC | 1 | B | 11.0 | 19 | 975 | 1699 | 296 | 217 | 68 | 753 | 200 | 389 | 401 | 389 | 295 | 758 | 233 | 478 | 464 | 391 | 220 | 89 | 32^ | 98 | 68 |
| | 214 | 99 | SC | 16 | C | 12.4 | 24 | 1102 | 1610 | 298 | 220 | 88 | 803 | 236 | 439 | 430 | 393 | 300 | 631 | 193 | 372 | 377 | 309 | 204 | 85 | 38 | 91 | 53 |
| OLYMPIC DIARY-SAT | | | | | A | 9.2 | 17 | 815 | 1728 | 236 | 171 | 60^ | 792 | 164 | 320 | 326 | 361 | 416 | 708 | 225 | 374 | 338 | 307 | 278 | 99 | 34^ | 129 | 73^ |
| SAT | 6.57P | 1 | ABC | 1 | B | 9.2 | 17 | 815 | 1728 | 236 | 171 | 60^ | 792 | 164 | 320 | 326 | 361 | 416 | 708 | 225 | 374 | 338 | 307 | 278 | 99 | 34^ | 129 | 73^ |
| | 183 | 93 | SC | 4 | C | 6.9 | 13 | 615 | 1545 | 212 | 140 | 52 | 739 | 146 | 273 | 292 | 308 | 403 | 657 | 159 | 293 | 301 | 301 | 300 | 56 | 18^ | 93 | 51 |
| OLYMPIC DIARY-SAT 1 | | | | | A | 10.8 | 20 | 957 | 1726 | 391 | 318 | 72 | 873 | 269 | 517 | 435 | 432 | 327 | 543 | 214 | 341 | 303 | 241 | 164 | 127 | 76 | 183 | 131 |
| SAT | 10.41P | 1 | ABC | 1 | B | 10.8 | 20 | 957 | 1726 | 391 | 318 | 72 | 873 | 269 | 517 | 435 | 432 | 327 | 543 | 214 | 341 | 303 | 241 | 164 | 127 | 76 | 183 | 131 |
| | 213 | 99 | SC | 15 | C | 8.9 | 17 | 791 | 1588 | 333 | 266 | 82 | 824 | 259 | 445 | 414 | 373 | 325 | 492 | 186 | 289 | 279 | 221 | 160 | 117 | 75 | 154 | 96 |
| OLYMPIC DIARY-SUN | | | | | A | 8.4 | 14 | 744 | 1656 | 200 | 139 | 75^ | 782 | 226 | 343 | 329 | 318 | 398 | 600 | 182 | 301 | 335 | 260 | 258 | 49^ | 43^ | 225 | 146 |
| SUN | 6.58P | 1 | ABC | 1 | B | 8.4 | 14 | 744 | 1656 | 200 | 139 | 75^ | 782 | 226 | 343 | 329 | 318 | 398 | 600 | 182 | 301 | 335 | 260 | 258 | 49^ | 43^ | 225 | 146 |
| | 163 | 86 | SC | 17 | C | 7.0 | 13 | 623 | 1586 | 223 | 167 | 51 | 745 | 165 | 313 | 313 | 333 | 385 | 606 | 155 | 290 | 295 | 296 | 265 | 81 | 41^ | 154 | 99 |
| OLYMPIC DIARY-SUN 1 | | | | | A | 10.1 | 17 | 895 | 1602 | 367 | 293 | 69^ | 908 | 229 | 495 | 515 | 490 | 329 | 555 | 75 | 275 | 320 | 375 | 217 | 65^ | 37^ | 73 | 54^ |
| SUN | 10.42P | 1 | ABC | 1 | B | 10.1 | 17 | 895 | 1602 | 367 | 293 | 69^ | 908 | 229 | 495 | 515 | 490 | 329 | 555 | 75 | 275 | 320 | 375 | 217 | 65^ | 37^ | 73 | 54^ |
| | 214 | 99 | SC | 14 | C | 10.9 | 18 | 964 | 1693 | 332 | 254 | 87 | 839 | 219 | 451 | 452 | 435 | 319 | 638 | 178 | 372 | 374 | 356 | 205 | 103 | 50 | 113 | 77 |
| ORANGE BOWL PARADE(S) | | | | | A | 11.0 | 25 | 975 | 1889 | 275 | 204 | 42^ | 891 | 164 | 355 | 371 | 392 | 465 | 591 | 153 | 282 | 270 | 277 | 255 | 184 | 104 | 223 | 157 |
| THU | 10.00P | 60 | NBC | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 203 | 99 | AC | | | | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | | A | 11.1 | 25 | 983 | 1922 | 278 | 215 | 49^ | 887 | 166 | 360 | 375 | 388 | 453 | 587 | 161 | 288 | 264 | 270 | 246 | 202 | 120 | 247 | 174 |
| 10.30 - 11.00 | | | | | A | 11.0 | 25 | 975 | 1838 | 269 | 192 | 35^ | 888 | 161 | 346 | 364 | 393 | 472 | 589 | 142 | 275 | 274 | 282 | 261 | 165 | 88 | 196 | 139 |
| ORANGE BOWL GAME(S) | | | | | A | 20.8 | 35 | 1843 | 1882 | 247 | 188 | 57 | 632 | 166 | 344 | 334 | 323 | 235 | 1033 | 309 | 622 | 592 | 544 | 335 | 106 | 34^ | 111 | 74 |
| FRI | 8.30P | 227 | NBC | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 208 | 99 | SE | | | | | | | | | | | | | | | | | | | | | | | | | |
| OKLAHOMA VS MIAMI | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.30 - 9.00 | | | | | A | 20.7 | 33 | 1834 | 1994 | 249 | 185 | 54 | 688 | 180 | 358 | 349 | 339 | 270 | 1048 | 290 | 585 | 567 | 548 | 370 | 120 | 38 | 139 | 88 |
| 9.00 - 9.30 | | | | | A | 21.6 | 34 | 1914 | 1930 | 240 | 175 | 52 | 645 | 159 | 343 | 341 | 339 | 247 | 1048 | 291 | 603 | 570 | 560 | 359 | 114 | 37 | 124 | 79 |
| 9.30 - 10.00 | | | | | A | 22.4 | 36 | 1985 | 1901 | 238 | 173 | 57 | 630 | 160 | 337 | 337 | 333 | 233 | 1050 | 286 | 614 | 586 | 572 | 351 | 102 | 34 | 118 | 80 |
| 10.00 - 10.30 | | | | | A | 19.4 | 32 | 1719 | 1883 | 251 | 194 | 57 | 648 | 166 | 343 | 325 | 326 | 249 | 1017 | 294 | 609 | 582 | 533 | 339 | 97 | 28^ | 120 | 81 |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

| PROGRAM NAME / DAY | TIME / #STNS | DUR / CVG% | NET / TYPE | NO. OF T/C | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SH % | AVG. AUD. 0,000 | TOTAL PERS (2+) | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | LOH 18-49 W/CH <3 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS TOT. 12-17 | TEENS FEM. 12-17 | CHILDREN TOT. 2-11 | CHILDREN TOT. 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ORANGE BOWL GAME(S)-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 10.30 - 11.00 | | | | A | 21.9 | 37 | 1940 | 1847 | 255 | 199 | 52 | 620 | 163 | 341 | 322 | 317 | 230 | 1018 | 320 | 638 | 607 | 530 | 315 | 98 | 28^ | 112 | 76 |
| | 11.00 - 11.30 | | | | A | 20.9 | 37 | 1852 | 1834 | 245 | 195 | 65 | 597 | 163 | 341 | 318 | 300 | 213 | 1038 | 329 | 657 | 628 | 550 | 314 | 100 | 33^ | 100 | 66 |
| | 11.30 - 12.00 | | | | A | 20.7 | 41 | 1834 | 1805 | 253 | 191 | 58 | 602 | 165 | 341 | 330 | 306 | 215 | 1021 | 329 | 636 | 605 | 532 | 314 | 107 | 35^ | 75 | 55 |
| | 12.00 - 12.30 | | | | A | 17.6 | 39 | 1559 | 1801 | 248 | 191 | 64 | 611 | 171 | 354 | 355 | 316 | 206 | 992 | 351 | 632 | 581 | 492 | 296 | 116 | 43 | 82 | 61 |
| OUR HOUSE(R) | | | | | A | 14.0 | 20 | 1240 | 1850 | 332 | 265 | 89 | 762 | 320 | 476 | 427 | 310 | 225 | 628 | 268 | 435 | 405 | 293 | 142 | 163 | 84 | 297 | 202 |
| SUN | 7.37P | 60 | NBC | 1 | B | 14.0 | 20 | 1240 | 1850 | 332 | 265 | 89 | 762 | 320 | 476 | 427 | 310 | 225 | 628 | 268 | 435 | 405 | 293 | 142 | 163 | 84 | 297 | 202 |
| | 204 | 99 | GD | 14 | C | 12.6 | 20 | 1116 | 1830 | 338 | 275 | 72 | 812 | 262 | 457 | 431 | 355 | 301 | 586 | 211 | 366 | 342 | 279 | 171 | 168 | 88 | 264 | 180 |
| | 7.30 - 8.00 | | | | A | 11.2 | 16 | 992 | 1726 | 292 | 229 | 64 | 678 | 236 | 374 | 353 | 286 | 245 | 684 | 280 | 457 | 423 | 321 | 172 | 139 | 52^ | 225 | 156 |
| | 8.00 - 8.30 | | | | A | 15.6 | 22 | 1382 | 1895 | 346 | 275 | 96 | 792 | 348 | 511 | 453 | 321 | 218 | 602 | 261 | 423 | 394 | 280 | 129 | 172 | 98 | 328 | 224 |
| | 8.30 - 9.00 | | | | A | 16.6 | 23 | 1471 | 1917 | 359 | 296 | 113 | 815 | 385 | 550 | 476 | 309 | 207 | 600 | 263 | 429 | 406 | 279 | 123 | 175 | 99 | 326 | 213 |
| PERFECT STRANGERS(R) | | | | | A | 15.4 | 26 | 1364 | 1894 | 343 | 292 | 114 | 794 | 348 | 527 | 448 | 323 | 213 | 541 | 242 | 388 | 347 | 242 | 122 | 207 | 120 | 352 | 241 |
| WED | 8.00P | 30 | ABC | 1 | B | 15.4 | 26 | 1364 | 1894 | 343 | 292 | 114 | 794 | 348 | 527 | 448 | 323 | 213 | 541 | 242 | 388 | 347 | 242 | 122 | 207 | 120 | 352 | 241 |
| | 208 | 97 | CS | 13 | C | 15.6 | 26 | 1386 | 1709 | 329 | 274 | 98 | 768 | 316 | 484 | 420 | 301 | 237 | 477 | 213 | 334 | 291 | 200 | 115 | 187 | 101 | 277 | 183 |
| PRESIDENTIAL PORTRAIT | | | | | A | 10.2 | 18 | 901 | 1689 | 322 | 234 | 67 | 840 | 242 | 410 | 376 | 384 | 380 | 589 | 167 | 312 | 289 | 286 | 242 | 88 | 44 | 172 | 109 |
| MON&TUE | 9.58P | 1 | CBS | 3 | B | 10.2 | 18 | 901 | 1689 | 322 | 234 | 67 | 840 | 242 | 410 | 376 | 384 | 380 | 589 | 167 | 312 | 289 | 286 | 242 | 88 | 44 | 172 | 109 |
| | 209 | 99 | DO | 38 | C | 12.8 | 21 | 1135 | 1591 | 322 | 237 | 74 | 845 | 240 | 432 | 419 | 395 | 351 | 545 | 165 | 298 | 287 | 271 | 209 | 89 | 45 | 112 | 71 |
| THU | 9.57P | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| PURSUIT OF HAPPINESS | | | | | A | 11.0 | 18 | 975 | 1831 | 342 | 273 | 73 | 818 | 302 | 501 | 440 | 355 | 268 | 609 | 236 | 385 | 338 | 289 | 185 | 181 | 122 | 224 | 141 |
| FRI | 9.30P | 30 | ABC | 1 | B | 11.0 | 18 | 975 | 1831 | 342 | 273 | 73 | 818 | 302 | 501 | 440 | 355 | 268 | 609 | 236 | 385 | 338 | 289 | 185 | 181 | 122 | 224 | 141 |
| | 209 | 99 | CS | 10 | C | 8.8 | 15 | 780 | 1705 | 301 | 226 | 75 | 805 | 257 | 444 | 402 | 360 | 308 | 529 | 194 | 328 | 309 | 240 | 160 | 150 | 85 | 220 | 146 |
| ROMANCE OF BETTY BOOP(S,R) | | | | | A | 6.5 | 13 | 576 | 2200 | 301 | 229 | 86^ | 877 | 314 | 528 | 493 | 381 | 305 | 582 | 229 | 363 | 307 | 283 | 183 | 132 | 71^ | 609 | 390 |
| THU | 8.30P | 30 | CBS | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 202 | 96 | EA | | | | | | | | | | | | | | | | | | | | | | | | | |
| SABLE | | | | | A | 6.7 | 11 | 594 | 1672 | 292 | 230 | 80^ | 699 | 176 | 411 | 375 | 389 | 248 | 722 | 256 | 452 | 404 | 363 | 213 | 130 | 47^ | 121 | 84^ |
| SAT | 9.00P | 60 | ABC | 1 | B | 6.7 | 11 | 594 | 1672 | 292 | 230 | 80^ | 699 | 176 | 411 | 375 | 389 | 248 | 722 | 256 | 452 | 404 | 363 | 213 | 130 | 47^ | 121 | 84^ |
| | 203 | 98 | A | 5 | C | 7.1 | 13 | 633 | 1728 | 274 | 216 | 82 | 747 | 196 | 406 | 393 | 379 | 280 | 709 | 203 | 424 | 410 | 393 | 231 | 108 | 45^ | 164 | 102 |
| | 9.00 - 9.30 | | | | A | 6.7 | 11 | 594 | 1683 | 297 | 231 | 80^ | 688 | 174 | 413 | 372 | 388 | 235 | 727 | 252 | 444 | 404 | 364 | 215 | 130 | 49^ | 137 | 96^ |
| | 9.30 - 10.00 | | | | A | 6.7 | 11 | 594 | 1661 | 287 | 228 | 79^ | 709 | 178 | 409 | 377 | 390 | 261 | 717 | 260 | 459 | 405 | 363 | 211 | 130 | 44^ | 105^ | 71^ |
| SECOND CHANCE(R) | | | | | A | 2.4 | 4 | 213 | 1902 | 231^ | 228^ | 44v | 641 | 256^ | 432 | 314 | 269^ | 209^ | 645 | 239^ | 509 | 471 | 320 | 110^ | 361 | 190^ | 255^ | 156^ |
| SAT | 9.30P | 30 | FOX | 1 | B | 2.4 | 4 | 213 | 1902 | 231^ | 228^ | 44v | 641 | 256^ | 432 | 314 | 269^ | 209^ | 645 | 239^ | 509 | 471 | 320 | 110^ | 361 | 190^ | 255^ | 156^ |
| | 115 | 84 | CS | 10 | C | 2.6 | 5 | 228 | 1723 | 276 | 242 | 65^ | 617 | 274 | 438 | 357 | 281 | 148 | 543 | 259 | 400 | 345 | 215 | 111^ | 280 | 137 | 282 | 209 |
| 60 MINUTES | | | | | A | 22.0 | 32 | 1949 | 1582 | 302 | 203 | 37 | 817 | 157 | 320 | 344 | 372 | 432 | 683 | 146 | 308 | 298 | 336 | 334 | 39 | 22^ | 43 | 27^ |
| SUN | 7.00P | 60 | CBS | 1 | B | 22.0 | 32 | 1949 | 1582 | 302 | 203 | 37 | 817 | 157 | 320 | 344 | 372 | 432 | 683 | 146 | 308 | 298 | 336 | 334 | 39 | 22^ | 43 | 27^ |
| | 211 | 99 | DN | 16 | C | 21.7 | 35 | 1925 | 1554 | 280 | 190 | 44 | 755 | 148 | 299 | 312 | 345 | 396 | 705 | 171 | 336 | 345 | 340 | 313 | 42 | 17 | 53 | 29 |
| | 7.00 - 7.30 | | | | A | 18.6 | 28 | 1648 | 1557 | 297 | 199 | 35^ | 831 | 161 | 319 | 344 | 373 | 445 | 640 | 130 | 275 | 258 | 303 | 334 | 35^ | 25^ | 50 | 34^ |
| | 7.30 - 8.00 | | | | A | 25.4 | 37 | 2250 | 1601 | 306 | 207 | 38 | 806 | 154 | 322 | 343 | 371 | 422 | 715 | 157 | 332 | 327 | 360 | 333 | 42 | 21^ | 38 | 22^ |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

| PROGRAM NAME / DAY TIME DUR NET NO. OF T/C / #STNS CVG% TYPE | KEY | HH AVG. AUD. % | HH SH % | HH AVG. AUD. 0,000 | TOTAL PERS (2+) | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | LOH 18-49 W/CH <3 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS TOT. 12-17 | TEENS FEM. 12-17 | CHILDREN TOT. 2-11 | CHILDREN TOT. 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | |
| SLAP MAXWELL(R) | A | 12.4 | 20 | 1099 | 1735 | 296 | 243 | 112 | 722 | 306 | 455 | 398 | 318 | 214 | 609 | 258 | 404 | 355 | 273 | 150 | 161 | 108 | 244 | 152 |
| WED 9.30P 30 ABC 1 | B | 12.4 | 20 | 1099 | 1735 | 296 | 243 | 112 | 722 | 306 | 455 | 398 | 318 | 214 | 609 | 258 | 404 | 355 | 273 | 150 | 161 | 108 | 244 | 152 |
| 212 99 CS 12 | C | 13.5 | 22 | 1198 | 1614 | 318 | 256 | 97 | 778 | 289 | 474 | 444 | 348 | 251 | 554 | 215 | 361 | 336 | 268 | 150 | 124 | 65 | 157 | 92 |
| SLEDGE HAMMER(R) | A | 8.0 | 15 | 709 | 1717 | 234 | 170 | 41^ | 741 | 175 | 386 | 366 | 381 | 322 | 704 | 183 | 410 | 401 | 386 | 243 | 106 | 66^ | 166 | 102 |
| THU 8.00P 30 ABC 1 | B | 8.0 | 15 | 709 | 1717 | 234 | 170 | 41^ | 741 | 175 | 386 | 366 | 381 | 322 | 704 | 183 | 410 | 401 | 386 | 243 | 106 | 66^ | 166 | 102 |
| 198 94 CS 14 | C | 7.6 | 12 | 670 | 1661 | 223 | 170 | 65 | 687 | 208 | 347 | 330 | 313 | 293 | 616 | 213 | 372 | 339 | 296 | 202 | 120 | 40 | 239 | 167 |
| SPECIAL MOVIE PRSNT-THU(S,R) | A | 6.0 | 13 | 532 | 1810 | 375 | 250 | 67^ | 889 | 196 | 406 | 402 | 444 | 431 | 557 | 129 | 256 | 264 | 278 | 245 | 70^ | 25v | 295 | 180 |
| THU 9.00P 120 CBS | | | | | | | | | | | | | | | | | | | | | | | | |
| 204 98 FF | | | | | | | | | | | | | | | | | | | | | | | | |
| BARNUM | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | A | 6.0 | 12 | 532 | 1811 | 358 | 252 | 69^ | 858 | 204 | 387 | 392 | 408 | 415 | 515 | 126 | 222 | 210 | 231 | 246 | 66^ | 22v | 372 | 238 |
| 9.30 - 10.00 | A | 5.9 | 13 | 523 | 1794 | 356 | 234 | 59^ | 879 | 185 | 381 | 379 | 422 | 451 | 544 | 118^ | 232 | 252 | 269 | 248 | 77^ | 29v | 293 | 173 |
| 10.00 - 10.30 | A | 6.3 | 14 | 558 | 1760 | 383 | 250 | 68^ | 879 | 187 | 404 | 409 | 459 | 422 | 567 | 138 | 275 | 286 | 291 | 233 | 64^ | 22v | 250 | 141 |
| 10.30 - 11.00 | A | 5.9 | 14 | 523 | 1849 | 397 | 259 | 69^ | 925 | 205 | 446 | 423 | 479 | 429 | 593 | 131 | 288 | 304 | 315 | 247 | 71^ | 25v | 260 | 165 |
| SPECIAL MOVIE PRESNT-FRI.(S) | A | 13.1 | 21 | 1161 | 1683 | 400 | 329 | 72 | 908 | 341 | 536 | 487 | 387 | 321 | 504 | 185 | 299 | 278 | 230 | 173 | 133 | 83 | 139 | 73 |
| FRI 9.00P 120 CBS | | | | | | | | | | | | | | | | | | | | | | | | |
| 210 99 FF | | | | | | | | | | | | | | | | | | | | | | | | |
| DROP OUT MOTHER | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | A | 13.5 | 21 | 1196 | 1678 | 402 | 316 | 75 | 931 | 297 | 527 | 497 | 440 | 346 | 523 | 165 | 286 | 268 | 263 | 210 | 103 | 59 | 121 | 57 |
| 9.30 - 10.00 | A | 12.9 | 21 | 1143 | 1691 | 405 | 334 | 75 | 929 | 330 | 534 | 494 | 405 | 346 | 501 | 168 | 287 | 274 | 235 | 188 | 128 | 83 | 134 | 67 |
| 10.00 - 10.30 | A | 13.4 | 22 | 1187 | 1686 | 397 | 336 | 70 | 877 | 364 | 537 | 474 | 351 | 291 | 513 | 206 | 320 | 290 | 223 | 155 | 150 | 94 | 146 | 79 |
| 10.30 - 11.00 | A | 12.6 | 22 | 1116 | 1678 | 399 | 330 | 68 | 895 | 375 | 546 | 483 | 350 | 299 | 475 | 203 | 304 | 282 | 199 | 136 | 151 | 99 | 157 | 91 |
| SPENSER: FOR HIRE | A | 11.0 | 15 | 975 | 1933 | 260 | 220 | 99 | 735 | 260 | 459 | 404 | 341 | 249 | 734 | 274 | 513 | 461 | 369 | 167 | 144 | 62^ | 321 | 197 |
| SUN 8.00P 60 ABC 1 | B | 11.0 | 15 | 975 | 1933 | 260 | 220 | 99 | 735 | 260 | 459 | 404 | 341 | 249 | 734 | 274 | 513 | 461 | 369 | 167 | 144 | 62^ | 321 | 197 |
| 212 99 PD 11 | C | 10.3 | 15 | 913 | 1822 | 319 | 257 | 96 | 775 | 252 | 456 | 422 | 374 | 271 | 675 | 232 | 425 | 395 | 352 | 201 | 130 | 56 | 242 | 137 |
| 8.00 - 8.30 | A | 10.7 | 15 | 948 | 1931 | 249 | 213 | 93 | 723 | 261 | 450 | 389 | 329 | 250 | 718 | 276 | 516 | 464 | 364 | 153 | 150 | 68 | 340 | 209 |
| 8.30 - 9.00 | A | 11.4 | 16 | 1010 | 1918 | 267 | 225 | 103 | 740 | 257 | 464 | 414 | 349 | 245 | 742 | 270 | 506 | 454 | 370 | 179 | 137 | 56^ | 299 | 184 |
| SPORTSBREAK-SAT | A | 9.8 | 17 | 868 | 1808 | 361 | 296 | 98 | 838 | 253 | 469 | 478 | 427 | 293 | 658 | 159 | 381 | 412 | 372 | 215 | 125 | 58^ | 187 | 130 |
| SAT 9.58P 1 CBS 1 | B | 9.8 | 17 | 868 | 1808 | 361 | 296 | 98 | 838 | 253 | 469 | 478 | 427 | 293 | 658 | 159 | 381 | 412 | 372 | 215 | 125 | 58^ | 187 | 130 |
| 209 99 SN 15 | C | 8.0 | 15 | 711 | 1648 | 291 | 220 | 64 | 793 | 216 | 400 | 397 | 370 | 335 | 624 | 177 | 344 | 357 | 315 | 225 | 101 | 46 | 129 | 81 |
| SPORTSBREAK-SUN | A | 21.1 | 32 | 1869 | 1861 | 336 | 231 | 71 | 824 | 190 | 426 | 470 | 444 | 320 | 812 | 201 | 443 | 448 | 451 | 296 | 87 | 42 | 139 | 93 |
| SUN 9.59P 1 CBS 1 | B | 21.1 | 32 | 1869 | 1861 | 336 | 231 | 71 | 824 | 190 | 426 | 470 | 444 | 320 | 812 | 201 | 443 | 448 | 451 | 296 | 87 | 42 | 139 | 93 |
| 210 99 SN 15 | C | 17.9 | 28 | 1584 | 1662 | 342 | 245 | 68 | 886 | 221 | 449 | 450 | 448 | 367 | 611 | 154 | 313 | 312 | 329 | 248 | 78 | 37 | 87 | 54 |
| THIRTYSOMETHING(R) | A | 10.9 | 19 | 966 | 1642 | 304 | 273 | 129 | 794 | 375 | 582 | 486 | 317 | 174 | 515 | 237 | 391 | 361 | 239 | 77 | 178 | 109 | 154 | 105 |
| TUE 10.00P 60 ABC 1 | B | 10.9 | 19 | 966 | 1642 | 304 | 273 | 129 | 794 | 375 | 582 | 486 | 317 | 174 | 515 | 237 | 391 | 361 | 239 | 77 | 178 | 109 | 154 | 105 |
| 186 92 GD 11 | C | 13.4 | 24 | 1191 | 1573 | 359 | 319 | 150 | 827 | 446 | 637 | 536 | 298 | 153 | 492 | 261 | 384 | 343 | 195 | 78 | 125 | 73 | 129 | 75 |
| 10.00 - 10.30 | A | 11.1 | 19 | 983 | 1651 | 287 | 259 | 126 | 786 | 375 | 576 | 483 | 311 | 172 | 517 | 233 | 382 | 367 | 244 | 83 | 185 | 116 | 163 | 110 |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# PROGRAM AUDIENCE ESTIMATES (Alpha)

| PROGRAM NAME / DAY | TIME / #STNS | DUR / CVG% | NET / TYPE | NO. OF T/C | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SH % | AVG. AUD. 0,000 | TOTAL PERS (2+) | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | LOH 18-49 W/CH <3 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS TOT. 12-17 | TEENS FEM. 12-17 | CHILDREN TOT. 2-11 | CHILDREN TOT. 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| THIRTYSOMETHING(R)-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 10.30 - 11.00 | | | | A | 10.7 | 20 | 948 | 1632 | 322 | 288 | 133 | 803 | 376 | 588 | 489 | 323 | 176 | 513 | 241 | 399 | 354 | 234 | 70 | 171 | 102 | 146 | 100 |
| TRACEY ULLMAN SHOW(R) | | | | | A | 2.4 | 3 | 213 | 1879 | 428 | 398 | 86^ | 807 | 464 | 672 | 568 | 275^ | 124^ | 727 | 463 | 653 | 539 | 239^ | 64v | 234^ | 134^ | 112^ | 75v |
| SUN | 9.00P | 30 | FOX | 1 | B | 2.4 | 3 | 213 | 1879 | 428 | 398 | 86^ | 807 | 464 | 672 | 568 | 275^ | 124^ | 727 | 463 | 653 | 539 | 239^ | 64v | 234^ | 134^ | 112^ | 75v |
| | 117 | 86 | CS | 14 | C | 3.0 | 4 | 262 | 1753 | 345 | 304 | 76^ | 653 | 352 | 516 | 437 | 256 | 105 | 635 | 347 | 536 | 433 | 255 | 79^ | 250 | 140 | 214 | 140 |
| 20/20 | | | | | A | 11.7 | 20 | 1037 | 1717 | 334 | 239 | 70 | 788 | 208 | 421 | 444 | 421 | 283 | 714 | 218 | 436 | 429 | 379 | 215 | 104 | 53^ | 111 | 73 |
| FRI | 10.00P | 60 | ABC | 1 | B | 11.7 | 20 | 1037 | 1717 | 334 | 239 | 70 | 788 | 208 | 421 | 444 | 421 | 283 | 714 | 218 | 436 | 429 | 379 | 215 | 104 | 53^ | 111 | 73 |
| | 214 | 99 | DN | 16 | C | 12.6 | 23 | 1115 | 1613 | 295 | 218 | 88 | 798 | 238 | 435 | 427 | 386 | 299 | 623 | 194 | 367 | 373 | 303 | 202 | 89 | 43 | 102 | 63 |
| | 10.00 - 10.30 | | | | A | 11.8 | 20 | 1045 | 1736 | 351 | 249 | 72 | 819 | 218 | 447 | 473 | 439 | 284 | 686 | 201 | 408 | 404 | 373 | 217 | 118 | 63 | 113 | 70 |
| | 10.30 - 11.00 | | | | A | 11.6 | 20 | 1028 | 1698 | 317 | 228 | 69 | 756 | 197 | 396 | 416 | 402 | 282 | 743 | 236 | 465 | 455 | 385 | 213 | 90 | 43^ | 110 | 75 |
| 21 JUMP STREET(R) | | | | | A | 4.4 | 6 | 390 | 1817 | 344 | 320 | 67^ | 796 | 403 | 635 | 456 | 305 | 157^ | 466 | 270 | 384 | 292 | 173 | 68^ | 302 | 166 | 253 | 155^ |
| SUN | 7.00P | 60 | FOX | 1 | B | 4.4 | 6 | 390 | 1817 | 344 | 320 | 67^ | 796 | 403 | 635 | 456 | 305 | 157^ | 466 | 270 | 384 | 292 | 173 | 68^ | 302 | 166 | 253 | 155^ |
| | 119 | 85 | OP | 16 | C | 5.4 | 9 | 477 | 1771 | 359 | 317 | 72 | 700 | 335 | 533 | 423 | 306 | 127 | 554 | 306 | 436 | 338 | 212 | 90 | 283 | 155 | 233 | 146 |
| | 7.00 - 7.30 | | | | A | 3.9 | 6 | 346 | 1785 | 355 | 339 | 63^ | 835 | 426 | 674 | 488 | 306 | 152^ | 397 | 212 | 316 | 268 | 160^ | 67^ | 280 | 147^ | 273 | 182^ |
| | 7.30 - 8.00 | | | | A | 4.8 | 7 | 425 | 1880 | 342 | 312 | 71^ | 781 | 392 | 617 | 439 | 311 | 164 | 531 | 323 | 448 | 318 | 188 | 70^ | 326 | 185 | 242 | 135^ |
| | | | | | A | 18.8 | 31 | 1666 | 1790 | 316 | 265 | 68 | 852 | 255 | 431 | 395 | 337 | 371 | 512 | 198 | 311 | 267 | 204 | 177 | 160 | 90 | 266 | 203 |
| 227 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SAT | 8.30P | 30 | NBC | 1 | B | 18.8 | 31 | 1666 | 1790 | 316 | 265 | 68 | 852 | 255 | 431 | 395 | 337 | 371 | 512 | 198 | 311 | 267 | 204 | 177 | 160 | 90 | 266 | 203 |
| | 204 | 99 | CS | 13 | C | 17.0 | 30 | 1503 | 1742 | 314 | 245 | 63 | 880 | 250 | 426 | 392 | 354 | 405 | 465 | 152 | 253 | 235 | 199 | 181 | 151 | 94 | 245 | 166 |
| UNSOLVED MYSTERIES SPEC.(S,R) | | | | | A | 17.5 | 28 | 1551 | 1981 | 374 | 291 | 77 | 909 | 319 | 576 | 531 | 437 | 251 | 657 | 246 | 431 | 392 | 335 | 174 | 178 | 92 | 239 | 174 |
| WED | 9.00P | 60 | NBC | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 200 | 98 | SM | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 9.00 - 9.30 | | | | A | 16.2 | 26 | 1435 | 1993 | 372 | 284 | 72 | 921 | 312 | 570 | 528 | 444 | 266 | 658 | 247 | 427 | 389 | 332 | 177 | 179 | 89 | 235 | 171 |
| | 9.30 - 10.00 | | | | A | 18.8 | 31 | 1666 | 1972 | 375 | 297 | 82 | 898 | 325 | 581 | 534 | 431 | 238 | 656 | 246 | 434 | 394 | 338 | 172 | 176 | 95 | 242 | 176 |
| VALERIE'S FAMILY | | | | | A | 16.9 | 27 | 1497 | 2008 | 351 | 296 | 91 | 881 | 334 | 570 | 490 | 396 | 265 | 483 | 197 | 316 | 275 | 219 | 139 | 219 | 109 | 423 | 282 |
| MON | 8.30P | 30 | NBC | 1 | B | 16.9 | 27 | 1497 | 2008 | 351 | 296 | 91 | 881 | 334 | 570 | 490 | 396 | 265 | 483 | 197 | 316 | 275 | 219 | 139 | 219 | 109 | 423 | 282 |
| | 200 | 97 | CS | 10 | C | 17.1 | 26 | 1518 | 1869 | 326 | 282 | 103 | 745 | 329 | 525 | 448 | 300 | 181 | 457 | 218 | 347 | 297 | 194 | 90 | 257 | 131 | 409 | 273 |
| WEREWOLF(R) | | | | | A | 3.9 | 6 | 346 | 1979 | 315 | 313 | 103^ | 649 | 342 | 572 | 461 | 277 | 73^ | 705 | 439 | 620 | 482 | 214 | 73^ | 232 | 100^ | 393 | 270 |
| SUN | 8.00P | 30 | FOX | 1 | B | 3.9 | 6 | 346 | 1979 | 315 | 313 | 103^ | 649 | 342 | 572 | 461 | 277 | 73^ | 705 | 439 | 620 | 482 | 214 | 73^ | 232 | 100^ | 393 | 270 |
| | 119 | 85 | SM | 11 | C | 4.1 | 6 | 360 | 2015 | 334 | 294 | 84 | 696 | 376 | 569 | 436 | 279 | 92 | 682 | 389 | 571 | 466 | 263 | 81 | 276 | 122 | 362 | 224 |
| WEST 57TH | | | | | A | 9.1 | 16 | 806 | 1643 | 287 | 222 | 71^ | 781 | 212 | 387 | 430 | 415 | 292 | 687 | 217 | 398 | 411 | 334 | 227 | 70^ | 38^ | 105 | 70^ |
| SAT | 10.00P | 60 | CBS | 1 | B | 9.1 | 16 | 806 | 1643 | 287 | 222 | 71^ | 781 | 212 | 387 | 430 | 415 | 292 | 687 | 217 | 398 | 411 | 334 | 227 | 70^ | 38^ | 105 | 70^ |
| | 209 | 99 | DN | 14 | C | 7.2 | 14 | 635 | 1576 | 298 | 228 | 68 | 770 | 227 | 409 | 414 | 364 | 297 | 632 | 191 | 374 | 379 | 310 | 211 | 80 | 35^ | 94 | 53 |
| | 10.00 - 10.30 | | | | A | 9.1 | 16 | 806 | 1693 | 296 | 232 | 79 | 812 | 225 | 407 | 444 | 423 | 310 | 689 | 216 | 397 | 409 | 335 | 232 | 74^ | 43^ | 119 | 77^ |
| | 10.30 - 11.00 | | | | A | 9.1 | 17 | 806 | 1592 | 278 | 212 | 63^ | 750 | 200 | 368 | 416 | 407 | 275 | 684 | 218 | 399 | 413 | 333 | 223 | 67^ | 32^ | 91 | 63^ |
| WHO'S THE BOSS?(R) | | | | | A | 18.4 | 29 | 1630 | 1767 | 295 | 243 | 116 | 745 | 325 | 481 | 403 | 281 | 228 | 495 | 235 | 363 | 320 | 204 | 105 | 194 | 94 | 334 | 227 |
| TUE | 8.00P | 30 | ABC | 1 | B | 18.4 | 29 | 1630 | 1767 | 295 | 243 | 116 | 745 | 325 | 481 | 403 | 281 | 228 | 495 | 235 | 363 | 320 | 204 | 105 | 194 | 94 | 334 | 227 |
| | 197 | 94 | CS | 14 | C | 21.3 | 34 | 1890 | 1755 | 343 | 291 | 99 | 768 | 335 | 512 | 432 | 298 | 213 | 476 | 224 | 336 | 289 | 198 | 105 | 211 | 117 | 300 | 205 |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

| PROGRAM NAME / DAY | TIME / #STNS | DUR / CVG% | NET / TYPE | NO. OF T/C | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SH % | AVG. AUD. 0,000 | TOTAL PERS (2+) | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | LOH 18-49 W/CH <3 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS TOT. 12-17 | TEENS FEM. 12-17 | CHILDREN TOT. 2-11 | CHILDREN TOT. 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| WOMEN IN PRISON(R) | | | | | A | 2.4 | 4 | 213 | 1741 | 310 | 291^ | 91^ | 642 | 285^ | 490 | 392 | 305 | 130^ | 682 | 331 | 521 | 478 | 281^ | 111^ | 162^ | 141^ | 255^ | 154^ |
| SAT | 8.30P | 30 | FOX | 1 | B | 2.4 | 4 | 213 | 1741 | 310 | 291^ | 91^ | 642 | 285^ | 490 | 392 | 305 | 130^ | 682 | 331 | 521 | 478 | 281^ | 111^ | 162^ | 141^ | 255^ | 154^ |
| | 114 | 84 | CS | 10 | C | 2.6 | 5 | 229 | 1637 | 289 | 232 | 71^ | 601 | 231 | 391 | 357 | 307 | 164 | 554 | 239 | 381 | 335 | 231 | 142 | 200 | 117^ | 281 | 191 |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

| PROGRAM NAME / DAY TIME #STNS DUR CVG% NET TYPE NO. OF T/C | KEY | HH AVG. AUD. % | HH SH % | HH AVG. AUD. 0,000 | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS MALE 12-17 | TEENS FEM. 12-17 | TEENS TOT. 12-14 | CHILDREN TOT. 2-5 | CHILDREN MALE 6-11 | CHILDREN FEM. 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **EARLY EVENING NEWS** | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC WORLD NEWS TONIGHT | A | 11.7 | 21 | 1039 | 268 | 189 | 791 | 170 | 332 | 350 | 409 | 395 | 598 | 140 | 262 | 287 | 293 | 272 | 38 | 53 | 42 | 40 | 33 | 21^ |
| MON-THU 6.30P 30 ABC 4 | B | 11.7 | 21 | 1039 | 268 | 189 | 791 | 170 | 332 | 350 | 409 | 395 | 598 | 140 | 262 | 287 | 293 | 272 | 38 | 53 | 42 | 40 | 33 | 21^ |
| 211 99 N 68 | C | 10.6 | 20 | 939 | 224 | 160 | 753 | 145 | 298 | 303 | 361 | 408 | 578 | 131 | 255 | 272 | 269 | 271 | 26^ | 25^ | 25^ | 39 | 23^ | 20^ |
| ABC WORLD NEWS TONIGHT(B) FRI 7.01P 30 ABC 53 31 N | A | 1.8 | 3 | 159 | 238^ | 170^ | 630 | 107^ | 266^ | 298^ | 353^ | 332^ | 778 | 210^ | 440 | 433 | 420 | 273^ | 39v | 13v | 12v | << | 76v | 27v |
| 7.00 - 7.30 | A | 1.9 | 3 | 168 | 231^ | 167^ | 609 | 105^ | 259^ | 289^ | 339^ | 320^ | 750 | 204^ | 427 | 419 | 404 | 260^ | 38v | 13v | 12v | << | 74v | 26v |
| 7.30 - 8.00 | A | 0.9 | 1 | 80 | 108v | << | 540^ | << | 123v | 182v | 427^ | 358^ | 740^ | 122v | 251^ | 316^ | 466^ | 423^ | << | << | << | << | 59v | 67v |
| ABC WRLD NEWS TONIGHT-SAT | A | 8.7 | 16 | 771 | 232 | 154 | 773 | 145 | 295 | 316 | 364 | 419 | 715 | 228 | 374 | 351 | 311 | 279 | 28^ | 39^ | 46^ | 47^ | 46^ | 32^ |
| SAT 6.30P 30 ABC 1 | B | 8.7 | 16 | 771 | 232 | 154 | 773 | 145 | 295 | 316 | 364 | 419 | 715 | 228 | 374 | 351 | 311 | 279 | 28^ | 39^ | 46^ | 47^ | 46^ | 32^ |
| 183 93 N 4 | C | 6.6 | 13 | 589 | 198 | 125 | 726 | 128 | 250 | 276 | 323 | 414 | 679 | 189 | 315 | 315 | 297 | 296 | 29^ | 24^ | 33^ | 48^ | 28^ | 22^ |
| ABC WRLD NEWS TONIGHT-SUN | A | 7.7 | 13 | 682 | 217 | 140 | 801 | 159 | 297 | 326 | 376 | 445 | 633 | 151 | 298 | 327 | 301 | 288 | 13v | 29^ | 24v | 27^ | 49^ | 58^ |
| SUN 6.30P 30 ABC 1 | B | 7.7 | 13 | 682 | 217 | 140 | 801 | 159 | 297 | 326 | 376 | 445 | 633 | 151 | 298 | 327 | 301 | 288 | 13v | 29^ | 24v | 27^ | 49^ | 58^ |
| 161 86 N 14 | C | 6.8 | 12 | 598 | 215 | 155 | 749 | 140 | 269 | 276 | 324 | 433 | 610 | 139 | 267 | 268 | 287 | 297 | 32^ | 27^ | 31^ | 28^ | 25^ | 29^ |
| CBS EVENING NEWS-RATHER | A | 12.8 | 22 | 1138 | 236 | 145 | 774 | 118 | 278 | 297 | 354 | 440 | 628 | 122 | 259 | 261 | 300 | 330 | 25^ | 26^ | 28^ | 36 | 22^ | 26^ |
| MON-FRI 6.30P 30 CBS 5 | B | 12.8 | 22 | 1138 | 236 | 145 | 774 | 118 | 278 | 297 | 354 | 440 | 628 | 122 | 259 | 261 | 300 | 330 | 25^ | 26^ | 28^ | 36 | 22^ | 26^ |
| 209 99 N 74 | C | 11.8 | 22 | 1042 | 219 | 132 | 747 | 125 | 265 | 290 | 330 | 425 | 591 | 108 | 231 | 235 | 281 | 325 | 27 | 20^ | 26 | 38 | 21^ | 22^ |
| CBS EVENING NEWS-SUNDAY | A | 7.7 | 13 | 682 | 244 | 179 | 802 | 109 | 273 | 301 | 341 | 472 | 626 | 114 | 271 | 234 | 265 | 329 | 10v | 24v | 16v | 12v | 9v | 5v |
| SUN 6.00P 30 CBS 1 | B | 7.7 | 13 | 682 | 244 | 179 | 802 | 109 | 273 | 301 | 341 | 472 | 626 | 114 | 271 | 234 | 265 | 329 | 10v | 24v | 16v | 12v | 9v | 5v |
| 186 89 N 3 | C | 6.7 | 13 | 594 | 212 | 128 | 745 | 110 | 219 | 257 | 290 | 464 | 619 | 122 | 262 | 246 | 272 | 327 | 21^ | 17^ | 26^ | 15v | 8v | 3v |
| CBS SAT. NEWS-SCHIEFFER | A | 7.8 | 15 | 691 | 174 | 106 | 741 | 120 | 242 | 251 | 311 | 433 | 679 | 179 | 291 | 264 | 283 | 332 | 22v | 33^ | 23v | 21v | 38^ | 33^ |
| SAT 6.30P 30 CBS 1 | B | 7.8 | 15 | 691 | 174 | 106 | 741 | 120 | 242 | 251 | 311 | 433 | 679 | 179 | 291 | 264 | 283 | 332 | 22v | 33^ | 23v | 21v | 38^ | 33^ |
| 169 90 N 12 | C | 7.4 | 15 | 652 | 181 | 106 | 722 | 105 | 209 | 231 | 280 | 462 | 611 | 129 | 244 | 249 | 271 | 330 | 31^ | 20^ | 28^ | 31^ | 23^ | 14^ |
| NBC NIGHTLY NEWS | A | 11.2 | 20 | 990 | 213 | 142 | 811 | 134 | 297 | 310 | 350 | 445 | 600 | 132 | 266 | 271 | 276 | 286 | 28^ | 36 | 33 | 34 | 32 | 29^ |
| MON-THU 6.30P 30 NBC 4 | B | 11.2 | 20 | 990 | 213 | 142 | 811 | 134 | 297 | 310 | 350 | 445 | 600 | 132 | 266 | 271 | 276 | 286 | 28^ | 36 | 33 | 34 | 32 | 29^ |
| 203 99 N 69 | C | 10.5 | 20 | 934 | 206 | 143 | 785 | 127 | 276 | 307 | 339 | 442 | 596 | 138 | 254 | 263 | 259 | 294 | 30 | 34 | 30 | 32 | 20^ | 22^ |
| NBC NIGHTLY NEWS-SAT. | A | 9.1 | 17 | 806 | 196 | 140 | 751 | 160 | 264 | 272 | 248 | 455 | 685 | 193 | 310 | 282 | 252 | 342 | 31^ | 25^ | 27^ | 51^ | 29^ | 43^ |
| SAT 6.30P 30 NBC 1 | B | 9.1 | 17 | 806 | 196 | 140 | 751 | 160 | 264 | 272 | 248 | 455 | 685 | 193 | 310 | 282 | 252 | 342 | 31^ | 25^ | 27^ | 51^ | 29^ | 43^ |
| 171 92 N 13 | C | 8.8 | 18 | 783 | 177 | 110 | 775 | 111 | 218 | 248 | 291 | 499 | 611 | 126 | 227 | 232 | 248 | 341 | 21^ | 22^ | 21^ | 30^ | 17^ | 18^ |

A—CURRENT REPORT B—QUARTER AVERAGE C—SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# PROGRAM AUDIENCE ESTIMATES (Alpha)

DEC. 28, 1987–JAN. 3, 1988

| PROGRAM NAME / DAY / TIME / #STNS / DUR / CVG% / NET / TYPE / NO. OF T/C | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SH % | AVG. AUD. 0,000 | TOTAL PERS (2+) | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | WORKING WOMEN 25-54 | WOMEN 15-24 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 21-49 | WOMEN 21-54 | WOMEN 25-54 | MEN 15-24 | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 21-49 | MEN 21-54 | MEN 25-54 | TEENS MALE 12-17 | TEENS FEM. 12-17 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| LATE FRINGE | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC NEWS:NIGHTLINE | A | 5.1 | 13 | 455 | 1521 | 291 | 223 | 230 | 93 | 751 | 210 | 389 | 366 | 421 | 367 | 90 | 602 | 219 | 342 | 300 | 390 | 364 | 47^ | 36^ |
| TUWF 11.30P 31 ABC 3 | B | 5.1 | 13 | 455 | 1521 | 291 | 223 | 230 | 93 | 751 | 210 | 389 | 366 | 421 | 367 | 90 | 602 | 219 | 342 | 300 | 390 | 364 | 47^ | 36^ |
| 208 98 N 50 | C | 5.3 | 16 | 472 | 1424 | 253 | 181 | 189 | 69 | 720 | 181 | 351 | 331 | 394 | 355 | 63 | 593 | 171 | 315 | 293 | 354 | 326 | 24^ | 23^ |
| 11.30 - 12.00 | A | 5.2 | 13 | 458 | 1520 | 291 | 223 | 230 | 93 | 750 | 210 | 389 | 366 | 421 | 367 | 90 | 602 | 219 | 342 | 299 | 390 | 364 | 47^ | 36^ |
| 12.00 - 12.30 | A | 4.3 | 12 | 384 | 1506 | 280 | 210 | 211 | 109 | 720 | 196 | 369 | 342 | 397 | 333 | 76^ | 605 | 222 | 347 | 304 | 393 | 371 | 38^ | 38^ |
| ABC NEWS:NIGHTLINE-MON. | A | 3.6 | 15 | 319 | 1344 | 240 | 154^ | 183^ | 77^ | 548 | 118^ | 268 | 229 | 325 | 286 | 76^ | 698 | 250 | 349 | 333 | 412 | 379 | 32v | 16v |
| MON 12.40A 31 ABC 1 | B | 3.6 | 15 | 319 | 1344 | 240 | 154^ | 183^ | 77^ | 548 | 118^ | 268 | 229 | 325 | 286 | 76^ | 698 | 250 | 349 | 333 | 412 | 379 | 32v | 16v |
| 208 96 N 17 | C | 3.8 | 21 | 339 | 1332 | 214 | 161 | 160 | 62^ | 527 | 136 | 274 | 261 | 312 | 268 | 75^ | 723 | 264 | 457 | 431 | 494 | 455 | 23^ | 11v |
| 12.30 - 1.00 | A | 3.8 | 15 | 337 | 1310 | 230 | 149^ | 176^ | 82^ | 538 | 118^ | 266 | 226 | 321 | 280 | 75^ | 673 | 244 | 335 | 320 | 397 | 364 | 33v | 15v |
| 1.00 - 1.30 | A | 3.4 | 15 | 301 | 1348 | 249 | 157^ | 189^ | 64^ | 541 | 112^ | 257 | 223 | 315 | 286 | 76^ | 715 | 252 | 362 | 345 | 423 | 392 | 28v | 19v |
| ABC WEEKEND REPORT-SAT. | A | 2.1 | 5 | 186 | 1801 | 318^ | 237^ | 266^ | 90^ | 797 | 200^ | 463 | 423 | 488 | 438 | 188^ | 645 | 291^ | 488 | 488 | 562 | 373 | 24v | 73v |
| SAT 11.30P 15 ABC 1 | B | 2.1 | 5 | 186 | 1801 | 318^ | 237^ | 266^ | 90^ | 797 | 200^ | 463 | 423 | 488 | 438 | 188^ | 645 | 291^ | 488 | 488 | 562 | 373 | 24v | 73v |
| 138 74 N 14 | C | 2.0 | 6 | 178 | 1418 | 297 | 242 | 227 | 87^ | 711 | 196 | 378 | 347 | 401 | 362 | 73^ | 554 | 174 | 309 | 287 | 352 | 313 | 19v | 39^ |
| ABC WEEKEND REPORT-SUN. | A | 2.5 | 7 | 222 | 1485 | 291 | 209^ | 196^ | 41v | 738 | 189^ | 375 | 375 | 420 | 382 | 111^ | 571 | 262^ | 472 | 424 | 453 | 406 | 16v | 22v |
| SUN 11.30P 15 ABC 1 | B | 2.5 | 7 | 222 | 1485 | 291 | 209^ | 196^ | 41v | 738 | 189^ | 375 | 375 | 420 | 382 | 111^ | 571 | 262^ | 472 | 424 | 453 | 406 | 16v | 22v |
| 145 80 N 14 | C | 2.1 | 8 | 187 | 1383 | 249 | 204 | 203 | 51^ | 666 | 165 | 346 | 335 | 398 | 365 | 56^ | 588 | 184 | 375 | 360 | 417 | 396 | 38^ | 23v |
| CBS LATE NIGHT I | A | 4.1 | 14 | 366 | 1576 | 278 | 215 | 222 | 113 | 774 | 238 | 410 | 366 | 450 | 415 | 122 | 623 | 201 | 384 | 362 | 409 | 337 | 39^ | 41^ |
| MON&WED 11.30P 66 CBS 3 | B | 4.1 | 14 | 366 | 1576 | 278 | 215 | 222 | 113 | 774 | 238 | 410 | 366 | 450 | 415 | 122 | 623 | 201 | 384 | 362 | 409 | 337 | 39^ | 41^ |
| 172 84 FF 58 | C | 3.7 | 15 | 327 | 1377 | 272 | 201 | 219 | 82 | 755 | 207 | 387 | 359 | 419 | 382 | 63^ | 513 | 176 | 310 | 295 | 346 | 311 | 21^ | 26^ |
| TUE 11.30P 67 | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | A | 4.3 | 13 | 381 | 1594 | 283 | 213 | 221 | 115 | 789 | 248 | 419 | 373 | 459 | 417 | 123 | 618 | 194 | 376 | 345 | 394 | 326 | 40^ | 35^ |
| 12.00 - 12.30 | A | 4.1 | 15 | 360 | 1550 | 273 | 214 | 221 | 116 | 754 | 228 | 399 | 355 | 438 | 406 | 119 | 624 | 202 | 385 | 371 | 416 | 344 | 38^ | 45^ |
| 12.30 - 1.00 | A | 3.9 | 17 | 346 | 1502 | 262 | 211 | 220 | 85^ | 740 | 218 | 394 | 359 | 435 | 415 | 125 | 609 | 220 | 397 | 379 | 423 | 344 | 34^ | 46^ |
| CBS LATE NIGHT II | A | 2.6 | 12 | 230 | 1446 | 282 | 244 | 220 | 86^ | 692 | 211 | 425 | 395 | 437 | 400 | 141 | 596 | 266 | 449 | 430 | 469 | 368 | 44^ | 43^ |
| MON 12.36A 46 CBS 4 | B | 2.6 | 12 | 230 | 1446 | 282 | 244 | 220 | 86^ | 692 | 211 | 425 | 395 | 437 | 400 | 141 | 596 | 266 | 449 | 430 | 469 | 368 | 44^ | 43^ |
| 168 83 FF 72 | C | 2.3 | 14 | 205 | 1337 | 299 | 229 | 240 | 92^ | 720 | 228 | 420 | 388 | 443 | 402 | 81^ | 497 | 211 | 344 | 324 | 373 | 322 | 21v | 29v |
| TUE 12.37A 47 | | | | | | | | | | | | | | | | | | | | | | | | |
| WED 12.36A 41 | | | | | | | | | | | | | | | | | | | | | | | | |
| FRI 12.30A 55 | | | | | | | | | | | | | | | | | | | | | | | | |
| 12.30 - 1.00 | A | 2.6 | 11 | 233 | 1496 | 296 | 258 | 237 | 92^ | 709 | 221 | 433 | 399 | 444 | 407 | 150 | 630 | 284 | 471 | 448 | 486 | 385 | 38^ | 42^ |
| 1.00 - 1.30 | A | 2.5 | 13 | 225 | 1408 | 270 | 232 | 205 | 81^ | 681 | 201 | 422 | 396 | 436 | 397 | 132^ | 564 | 250 | 428 | 416 | 456 | 355 | 52^ | 44^ |
| CBS NEWS NIGHTWATCH-1 | A | 1.0 | 8 | 84 | 1354 | 210^ | 125^ | 111^ | 87v | 608 | 198^ | 346^ | 328^ | 356^ | 308^ | 97^ | 617 | 197^ | 410 | 369 | 485 | 429 | 32v | 43v |
| M-WSU 2.00A 30 CBS 4 | B | 1.0 | 8 | 84 | 1354 | 210^ | 125^ | 111^ | 87v | 608 | 198^ | 346^ | 328^ | 356^ | 308^ | 97^ | 617 | 197^ | 410 | 369 | 485 | 429 | 32v | 43v |
| 51 54 N 64 | C | 0.9 | 9 | 77 | 1241 | 275^ | 204^ | 196^ | 73v | 694 | 241^ | 383 | 353 | 405 | 375 | 71v | 456 | 191^ | 326^ | 298^ | 328^ | 293^ | 13v | 17v |
| CBS NEWS NIGHTWATCH-2 | A | 0.9 | 9 | 75 | 1341 | 320^ | 175^ | 179^ | 50v | 604 | 175^ | 288^ | 288^ | 345^ | 312^ | 95v | 597 | 197^ | 368^ | 347^ | 476 | 419 | 44v | 40v |
| M-WSU 2.30A 30 CBS 4 | B | 0.9 | 9 | 75 | 1341 | 320^ | 175^ | 179^ | 50v | 604 | 175^ | 288^ | 288^ | 345^ | 312^ | 95v | 597 | 197^ | 368^ | 347^ | 476 | 419 | 44v | 40v |
| 64 63 N 73 | C | 0.8 | 11 | 75 | 1227 | 313^ | 216^ | 210^ | 72v | 689 | 239^ | 384 | 356 | 415 | 383 | 67v | 456 | 198^ | 324^ | 301^ | 332^ | 294^ | 11v | 16v |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

| PROGRAM NAME / DAY | TIME / #STNS | DUR / CVG% | NET / TYPE | NO. OF T/C | KEY | HH AVG. AUD. % | HH SH % | HH AVG. AUD. 0,000 | TOTAL PERS (2+) | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | WORKING WOMEN 25-54 | WOMEN 15-24 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 21-49 | WOMEN 21-54 | WOMEN 25-54 | MEN 15-24 | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 21-49 | MEN 21-54 | MEN 25-54 | TEENS MALE 12-17 | TEENS FEM. 12-17 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| LATE FRINGE CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CBS NEWS NIGHTWATCH-3 | | | | | A | 0.8 | 13 | 73 | 999 | 267^ | 125^ | 153^ | 23v | 612 | 124^ | 237^ | 237^ | 323^ | 305^ | 51v | 358^ | 119^ | 178^ | 176^ | 270^ | 227^ | 13v | << |
| M-WSU | 3.00A | 180 | CBS | 4 | B | 0.8 | 13 | 73 | 999 | 267^ | 125^ | 153^ | 23v | 612 | 124^ | 237^ | 237^ | 323^ | 305^ | 51v | 358^ | 119^ | 178^ | 176^ | 270^ | 227^ | 13v | << |
| | 102 | 81 | N | 73 | C | 0.8 | 16 | 73 | 1126 | 300^ | 171^ | 195^ | 59v | 693 | 179^ | 296^ | 273^ | 367 | 339^ | 50v | 360 | 139^ | 227^ | 219^ | 238^ | 201^ | 7v | 11v |
| 3.00 - 3.30 | | | | | A | 0.8 | 10 | 73 | 1150 | 229^ | 123^ | 167^ | 21v | 544 | 122^ | 182^ | 182^ | 268^ | 264^ | 85v | 494 | 135^ | 238^ | 231^ | 360^ | 312^ | 54v | << |
| 3.30 - 4.00 | | | | | A | 0.8 | 12 | 73 | 1022 | 228^ | 112^ | 135^ | 22v | 546 | 118^ | 199^ | 199^ | 280^ | 270^ | 55v | 428 | 135^ | 221^ | 221^ | 337^ | 288^ | 12v | << |
| 4.00 - 4.30 | | | | | A | 0.9 | 15 | 78 | 942 | 232^ | 80v | 108^ | 17v | 587 | 126^ | 231^ | 231^ | 304^ | 287^ | 54v | 353^ | 128^ | 185^ | 185^ | 269^ | 214^ | << | << |
| 4.30 - 5.00 | | | | | A | 0.8 | 15 | 69 | 980 | 285^ | 136^ | 131^ | 37v | 633 | 139^ | 268^ | 268^ | 350^ | 313^ | 65v | 347^ | 146^ | 187^ | 182^ | 262^ | 202^ | << | << |
| 5.00 - 5.30 | | | | | A | 0.8 | 15 | 69 | 945 | 305^ | 155^ | 164^ | 27v | 651 | 140^ | 269^ | 269^ | 353^ | 326^ | 33v | 293^ | 111^ | 144^ | 144^ | 219^ | 186^ | << | << |
| 5.30 - 6.00 | | | | | A | 0.9 | 16 | 80 | 931 | 316^ | 145^ | 208^ | 16v | 691 | 102^ | 269^ | 269^ | 373^ | 357^ | 16v | 228^ | 60v | 93v | 93v | 173^ | 157^ | 9v | << |
| CBS SUNDAY NEWS | | | | | A | 2.9 | 6 | 257 | 1539 | 329 | 259 | 259 | 22v | 792 | 102^ | 429 | 429 | 464 | 464 | 87^ | 616 | 114^ | 284 | 242^ | 334 | 309 | 33v | 22v |
| SUN | 11.00P | 15 | CBS | 1 | B | 2.9 | 6 | 257 | 1539 | 329 | 259 | 259 | 22v | 792 | 102^ | 429 | 429 | 464 | 464 | 87^ | 616 | 114^ | 284 | 242^ | 334 | 309 | 33v | 22v |
| | 110 | 57 | N | 15 | C | 3.6 | 8 | 317 | 1454 | 294 | 217 | 228 | 48^ | 834 | 172 | 384 | 371 | 420 | 388 | 54^ | 526 | 119 | 266 | 252 | 295 | 272 | 25^ | 9v |
| DAVID LETTERMAN I | | | | | A | 5.0 | 20 | 445 | 1591 | 298 | 240 | 205 | 131 | 663 | 264 | 434 | 377 | 420 | 378 | 200 | 679 | 342 | 481 | 418 | 474 | 393 | 105 | 67^ |
| MON-THU | 12.30A | 30 | NBC | 5 | B | 5.0 | 20 | 445 | 1591 | 298 | 240 | 205 | 131 | 663 | 264 | 434 | 377 | 420 | 378 | 200 | 679 | 342 | 481 | 418 | 474 | 393 | 105 | 67^ |
| | 203 | 99 | GV | 69 | C | 4.0 | 20 | 354 | 1418 | 295 | 252 | 223 | 126 | 679 | 296 | 458 | 413 | 456 | 395 | 163 | 602 | 337 | 470 | 413 | 446 | 365 | 43^ | 43^ |
| FRI | 12.47A | 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12.30 - 1.00 | | | | | A | 5.0 | 20 | 444 | 1584 | 302 | 242 | 206 | 133 | 677 | 268 | 441 | 382 | 425 | 383 | 192 | 662 | 333 | 466 | 403 | 459 | 381 | 102 | 62^ |
| 1.00 - 1.30 | | | | | A | 5.0 | 19 | 443 | 1660 | 274 | 225 | 198 | 115^ | 558 | 239 | 378 | 341 | 382 | 341 | 257 | 817 | 416 | 609 | 537 | 595 | 493 | 125^ | 111^ |
| DAVID LETTERMAN II | | | | | A | 4.2 | 21 | 372 | 1558 | 289 | 232 | 197 | 116 | 626 | 252 | 433 | 378 | 410 | 368 | 242 | 707 | 396 | 539 | 452 | 514 | 420 | 102 | 57^ |
| MON-THU | 1.00A | 30 | NBC | 5 | B | 4.2 | 21 | 372 | 1558 | 289 | 232 | 197 | 116 | 626 | 252 | 433 | 378 | 410 | 368 | 242 | 707 | 396 | 539 | 452 | 514 | 420 | 102 | 57^ |
| | 203 | 99 | GV | 69 | C | 3.3 | 21 | 295 | 1395 | 295 | 253 | 221 | 130 | 661 | 309 | 462 | 415 | 454 | 390 | 179 | 607 | 373 | 492 | 429 | 461 | 369 | 41^ | 39^ |
| FRI | 1.17A | 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.00 - 1.30 | | | | | A | 4.2 | 21 | 376 | 1553 | 289 | 231 | 197 | 113 | 632 | 250 | 433 | 377 | 410 | 371 | 241 | 696 | 390 | 530 | 441 | 503 | 412 | 104 | 52^ |
| 1.30 - 2.00 | | | | | A | 3.9 | 19 | 346 | 1590 | 280 | 240 | 196 | 142^ | 572 | 269 | 426 | 381 | 407 | 337 | 246 | 794 | 444 | 614 | 542 | 603 | 488 | 85^ | 97^ |
| FRIDAY NIGHT VIDEOS | | | | | A | 2.6 | 17 | 230 | 1501 | 302 | 280 | 200^ | 250^ | 542 | 311 | 444 | 376 | 397 | 276 | 192^ | 632 | 442 | 524 | 444 | 493 | 397 | 70v | 164^ |
| FRI | 1.47A | 60 | NBC | 1 | B | 2.6 | 17 | 230 | 1501 | 302 | 280 | 200^ | 250^ | 542 | 311 | 444 | 376 | 397 | 276 | 192^ | 632 | 442 | 524 | 444 | 493 | 397 | 70v | 164^ |
| | 179 | 97 | PC | 14 | C | 2.6 | 18 | 232 | 1460 | 272 | 237 | 198 | 171 | 597 | 337 | 461 | 403 | 437 | 356 | 248 | 619 | 440 | 534 | 446 | 471 | 370 | 108^ | 63^ |
| 1.30 - 2.00 | | | | | A | 2.8 | 15 | 248 | 1513 | 281 | 259 | 195^ | 202^ | 516 | 291 | 408 | 340 | 360 | 271 | 230^ | 744 | 482 | 614 | 519 | 561 | 451 | 70^ | 126^ |
| 2.00 - 2.30 | | | | | A | 2.7 | 17 | 239 | 1525 | 319 | 298 | 211^ | 264^ | 559 | 333 | 463 | 390 | 410 | 288 | 182^ | 594 | 426 | 488 | 407 | 459 | 380 | 86^ | 195^ |
| 2.30 - 3.00 | | | | | A | 2.2 | 16 | 195 | 1485 | 295^ | 271^ | 190^ | 277^ | 546 | 295^ | 452 | 395 | 419 | 264^ | 182^ | 628 | 454 | 530 | 467 | 515 | 396 | 39v | 141^ |
| G MICHAELS SPORTS MACHINE | | | | | A | 1.6 | 8 | 142 | 1416 | 291^ | 219^ | 171^ | 94v | 628 | 268^ | 469 | 469 | 515 | 421^ | 125^ | 751 | 335^ | 513 | 513 | 548 | 423^ | << | << |
| SUN | 12.38A | 15 | NBC | 1 | B | 1.6 | 8 | 142 | 1416 | 291^ | 219^ | 171^ | 94v | 628 | 268^ | 469 | 469 | 515 | 421^ | 125^ | 751 | 335^ | 513 | 513 | 548 | 423^ | << | << |
| | 88 | 54 | SC | 16 | C | 1.8 | 7 | 161 | 1472 | 303 | 256 | 253 | 87^ | 608 | 223 | 418 | 401 | 446 | 398 | 207 | 734 | 342 | 515 | 452 | 516 | 403 | 43^ | 33v |
| HAPPY NEW YEAR, AMERICA(S) | | | | | A | 4.6 | 14 | 408 | 1847 | 368 | 255 | 252 | 105^ | 918 | 199 | 422 | 379 | 426 | 383 | 104^ | 676 | 161 | 309 | 280 | 345 | 305 | 42^ | 64^ |
| THU | 11.30P | 120 | CBS | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 195 | 95 | GV | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | | A | 6.3 | 16 | 558 | 1785 | 352 | 230 | 247 | 80^ | 917 | 139 | 375 | 341 | 395 | 367 | 85^ | 662 | 118 | 257 | 228 | 288 | 248 | 27v | 35^ |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# PROGRAM AUDIENCE ESTIMATES (Alpha)

DEC.28, 1987-JAN.3, 1988

| PROGRAM NAME / DAY TIME DUR NET NO. OF T/C / #STNS CVG% TYPE | KEY | HH AVG. AUD. % | HH SH % | HH AVG. AUD. 0,000 | TOTAL PERS (2+) | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | WORKING WOMEN 25-54 | WOMEN 15-24 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 21-49 | WOMEN 21-54 | WOMEN 25-54 | MEN 15-24 | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 21-49 | MEN 21-54 | MEN 25-54 | TEENS MALE 12-17 | TEENS FEM. 12-17 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| LATE FRINGE CONT'D | | | | | | | | | | | | | | | | | | | | | | | | |
| HAPPY NEW YEAR, AMERICA(-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | |
| 12.00 - 12.30 | A | 5.7 | 16 | 505 | 1861 | 354 | 236 | 244 | 130 | 904 | 210 | 421 | 351 | 412 | 371 | 114^ | 712 | 188 | 324 | 294 | 361 | 317 | 49^ | 68^ |
| 12.30 - 1.00 | A | 3.3 | 11 | 292 | 1840 | 398 | 284 | 254 | 103^ | 915 | 224 | 420 | 391 | 415 | 365 | 110^ | 629 | 153^ | 312 | 293 | 350 | 320 | 62^ | 90^ |
| 1.00 - 1.30 | A | 3.0 | 13 | 266 | 2020 | 411 | 319 | 285 | 115^ | 978 | 282 | 538 | 509 | 546 | 468 | 125^ | 709 | 215^ | 399 | 359 | 441 | 396 | 41v | 90^ |
| NEW YEAR'S ROCKIN EVE '88(S) | A | 9.4 | 27 | 833 | 2168 | 393 | 332 | 296 | 199 | 886 | 339 | 625 | 561 | 595 | 525 | 206 | 708 | 306 | 531 | 471 | 524 | 444 | 135 | 170 |
| THU 11.30P 90 ABC | | | | | | | | | | | | | | | | | | | | | | | | |
| 205 96 PC | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | A | 11.2 | 28 | 992 | 2137 | 377 | 315 | 284 | 180 | 889 | 312 | 588 | 530 | 573 | 505 | 184 | 686 | 284 | 493 | 443 | 497 | 420 | 134 | 150 |
| 12.00 - 12.30 | A | 10.0 | 28 | 886 | 2141 | 382 | 325 | 285 | 204 | 871 | 359 | 632 | 567 | 596 | 528 | 205 | 708 | 317 | 537 | 482 | 536 | 454 | 118 | 171 |
| 12.30 - 1.00 | A | 7.1 | 24 | 629 | 2224 | 427 | 364 | 325 | 220 | 891 | 347 | 663 | 595 | 622 | 544 | 238 | 732 | 320 | 574 | 495 | 542 | 462 | 158 | 197 |
| OLYMPIC DIARY-MON 1 | A | 3.4 | 15 | 301 | 1356 | 254 | 162^ | 194^ | 63^ | 547 | 120^ | 261 | 226 | 317 | 289 | 80^ | 716 | 265 | 378 | 362 | 444 | 410 | 30v | 19v |
| MON 1.05A 1 ABC 1 | B | 3.4 | 15 | 301 | 1356 | 254 | 162^ | 194^ | 63^ | 547 | 120^ | 261 | 226 | 317 | 289 | 80^ | 716 | 265 | 378 | 362 | 444 | 410 | 30v | 19v |
| 208 96 SC 16 | C | 3.4 | 19 | 303 | 1372 | 211 | 160 | 161 | 64^ | 538 | 144 | 287 | 273 | 323 | 277 | 78^ | 742 | 275 | 471 | 436 | 510 | 475 | 20v | 14v |
| OLYMPIC DIARY-TUE 1 | A | 4.8 | 15 | 425 | 1537 | 274 | 178 | 224 | 81^ | 728 | 195 | 366 | 328 | 389 | 359 | 121^ | 633 | 223 | 349 | 293 | 395 | 359 | 53^ | 40^ |
| TUE 11.55P 1 ABC 1 | B | 4.8 | 15 | 425 | 1537 | 274 | 178 | 224 | 81^ | 728 | 195 | 366 | 328 | 389 | 359 | 121^ | 633 | 223 | 349 | 293 | 395 | 359 | 53^ | 40^ |
| 211 98 SC 15 | C | 4.7 | 17 | 414 | 1353 | 240 | 174 | 181 | 61^ | 695 | 172 | 329 | 311 | 370 | 336 | 71 | 553 | 170 | 301 | 277 | 329 | 297 | 24^ | 20^ |
| OLYMPIC DIARY-WED 1 | A | 4.4 | 12 | 390 | 1446 | 366 | 277 | 280 | 133^ | 794 | 220 | 396 | 370 | 438 | 368 | 75^ | 452 | 159^ | 225 | 198 | 279 | 253 | 48^ | 52^ |
| WED 11.50P 1 ABC 1 | B | 4.4 | 12 | 390 | 1446 | 366 | 277 | 280 | 133^ | 794 | 220 | 396 | 370 | 438 | 368 | 75^ | 452 | 159^ | 225 | 198 | 279 | 253 | 48^ | 52^ |
| 208 98 SC 14 | C | 4.6 | 16 | 403 | 1353 | 252 | 184 | 193 | 72 | 696 | 155 | 327 | 303 | 356 | 325 | 43^ | 551 | 145 | 280 | 265 | 325 | 305 | 16v | 24^ |
| OLYMPIC DIARY-FRI 1 | A | 4.4 | 10 | 390 | 1478 | 263 | 204 | 199 | 72^ | 718 | 199 | 387 | 387 | 435 | 363 | 51^ | 685 | 247 | 440 | 403 | 496 | 483 | 14v | 16v |
| FRI 11.55P 1 ABC 1 | B | 4.4 | 10 | 390 | 1478 | 263 | 204 | 199 | 72^ | 718 | 199 | 387 | 387 | 435 | 363 | 51^ | 685 | 247 | 440 | 403 | 496 | 483 | 14v | 16v |
| 204 97 SC 16 | C | 4.7 | 14 | 414 | 1420 | 235 | 156 | 172 | 59^ | 701 | 172 | 326 | 309 | 377 | 340 | 48^ | 616 | 155 | 323 | 307 | 378 | 356 | 24^ | 21^ |
| SAT NIGHT'S MAIN EVENT 14(S) | A | 10.6 | 27 | 939 | 1906 | 220 | 197 | 190 | 158 | 555 | 251 | 454 | 395 | 414 | 376 | 204 | 782 | 373 | 675 | 595 | 613 | 553 | 180 | 139 |
| SAT 11.30P 83 NBC | | | | | | | | | | | | | | | | | | | | | | | | |
| 203 99 CV | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | A | 10.5 | 25 | 930 | 1909 | 240 | 211 | 209 | 144 | 605 | 253 | 472 | 416 | 439 | 407 | 169 | 753 | 343 | 634 | 564 | 577 | 520 | 164 | 133 |
| 12.00 - 12.30 | A | 11.3 | 29 | 1001 | 1863 | 201 | 181 | 173 | 149 | 520 | 235 | 429 | 377 | 396 | 358 | 208 | 787 | 371 | 685 | 606 | 628 | 567 | 187 | 135 |
| 12.30 - 1.00 | A | 10.0 | 29 | 886 | 1930 | 216 | 198 | 184 | 188 | 527 | 266 | 456 | 384 | 399 | 352 | 244 | 798 | 409 | 706 | 609 | 628 | 565 | 187 | 152 |
| TONIGHT SHOW | A | 7.6 | 22 | 671 | 1605 | 307 | 239 | 229 | 106 | 781 | 247 | 456 | 399 | 446 | 424 | 121 | 577 | 221 | 375 | 342 | 388 | 336 | 73 | 55 |
| MON-THU 11.30P 60 NBC 4 | B | 7.6 | 22 | 671 | 1605 | 307 | 239 | 229 | 106 | 781 | 247 | 456 | 399 | 446 | 424 | 121 | 577 | 221 | 375 | 342 | 388 | 336 | 73 | 55 |
| 199 98 GV 66 | C | 6.2 | 21 | 553 | 1427 | 287 | 227 | 218 | 94 | 750 | 237 | 422 | 390 | 441 | 399 | 95 | 547 | 211 | 357 | 329 | 365 | 317 | 36^ | 36^ |
| 11.30 - 12.00 | A | 8.1 | 21 | 718 | 1602 | 307 | 241 | 236 | 99 | 794 | 256 | 464 | 408 | 456 | 437 | 115 | 574 | 221 | 373 | 342 | 388 | 338 | 67 | 50 |
| 12.00 - 12.30 | A | 7.1 | 23 | 625 | 1608 | 307 | 236 | 221 | 114 | 767 | 237 | 447 | 390 | 434 | 409 | 128 | 581 | 220 | 377 | 342 | 388 | 334 | 80 | 61 |
| TOP OF THE POPS | A | 2.6 | 7 | 230 | 1704 | 343 | 327 | 277 | 145^ | 757 | 403 | 594 | 553 | 571 | 483 | 206^ | 551 | 345 | 469 | 415 | 416 | 326 | 115^ | 83^ |
| FRI 11.30P 60 CBS 1 | B | 2.6 | 7 | 230 | 1704 | 343 | 327 | 277 | 145^ | 757 | 403 | 594 | 553 | 571 | 483 | 206^ | 551 | 345 | 469 | 415 | 416 | 326 | 115^ | 83^ |
| 163 82 GV 15 | C | 2.3 | 8 | 207 | 1506 | 319 | 268 | 261 | 154 | 743 | 298 | 490 | 445 | 499 | 438 | 115^ | 516 | 252 | 390 | 363 | 393 | 327 | 51^ | 74^ |
| 11.30 - 12.00 | A | 2.9 | 7 | 257 | 1669 | 332 | 313 | 269 | 131^ | 779 | 381 | 585 | 538 | 550 | 471 | 157^ | 521 | 293 | 417 | 366 | 367 | 291 | 95^ | 72^ |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# PROGRAM AUDIENCE ESTIMATES (Alpha)



| PROGRAM NAME / DAY / TIME / #STNS / DUR / CVG% / NET / TYPE / NO. OF T/C | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SH % | AVG. AUD. 0,000 | TOTAL PERS (2+) | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | WORKING WOMEN 25-54 | WOMEN 15-24 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 21-49 | WOMEN 21-54 | WOMEN 25-54 | MEN 15-24 | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 21-49 | MEN 21-54 | MEN 25-54 | TEENS MALE 12-17 | TEENS FEM. 12-17 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| LATE FRINGE CONT'D | | | | | | | | | | | | | | | | | | | | | | | | |
| TOP OF THE POPS-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | |
| 12.00 - 12.30 | A | 2.4 | 7 | 213 | 1675 | 342 | 331 | 275^ | 156^ | 697 | 411 | 581 | 548 | 572 | 478 | 258^ | 564 | 392 | 512 | 458 | 458 | 354 | 134^ | 92^ |
| WILTON NORTH REPORT | A | 1.2 | 3 | 106 | 1549 | 251^ | 216^ | 218^ | 76v | 681 | 312^ | 477 | 458 | 498 | 472 | 132^ | 664 | 321 | 472 | 443 | 501 | 419 | 44v | 48v |
| MON-FRI 11.30P 60 FOX 5 | B | 1.2 | 3 | 106 | 1549 | 251^ | 216^ | 218^ | 76v | 681 | 312^ | 477 | 458 | 498 | 472 | 132^ | 664 | 321 | 472 | 443 | 501 | 419 | 44v | 48v |
| 113 83 GV 16 | C | 1.2 | 4 | 105 | 1446 | 275 | 230^ | 201^ | 115^ | 613 | 284 | 440 | 405 | 439 | 395 | 151^ | 606 | 310 | 472 | 420 | 449 | 371 | 53v | 55v |
| 11.30 - 12.00 | A | 1.3 | 3 | 119 | 1601 | 252^ | 215^ | 217^ | 72^ | 688 | 315 | 482 | 463 | 503 | 472 | 133^ | 685 | 329 | 494 | 464 | 522 | 434 | 40v | 43v |
| 12.00 - 12.30 | A | 1.0 | 3 | 92 | 1511 | 254^ | 221^ | 224^ | 81v | 684 | 314^ | 481 | 459 | 501 | 481 | 134^ | 650 | 316^ | 454 | 424 | 483 | 409 | 50v | 55v |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

| PROGRAM NAME / DAY | TIME / #STNS | DUR / CVG% | NET / TYPE | NO. OF T/C | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SH % | AVG. AUD. 0,000 | LOH 18-49 W/CH <3 | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS MALE 12-17 | TEENS FEM. 12-17 | CHILDREN MALE 2-11 | CHILDREN FEM. 2-11 | CHILDREN TOTAL 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| MON-FRI EARLY MORNING | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC WORLD NEWS-MORN-615A | | | | | A | 0.9 | 12 | 78 | 77v | 271^ | 172^ | 680 | 111^ | 350^ | 376^ | 457 | 265^ | 511 | 153^ | 360^ | 336^ | 281^ | 136^ | << | << | << | 24v | << |
| MON-FRI | 6.15A | 15 | ABC | 5 | B | 0.9 | 12 | 78 | 77v | 271^ | 172^ | 680 | 111^ | 350^ | 376^ | 457 | 265^ | 511 | 153^ | 360^ | 336^ | 281^ | 136^ | << | << | << | 24v | << |
| | 136 | 81 | N | 70 | C | 1.3 | 15 | 118 | 66^ | 260 | 213^ | 613 | 163^ | 363 | 368 | 346 | 207^ | 512 | 147^ | 307 | 331 | 299 | 159^ | 16v | 23v | 11v | 15v | 12v |
| ABC WORLD NEWS-MORN-645A | | | | | A | 1.3 | 13 | 113 | 51v | 270^ | 173^ | 640 | 124^ | 325 | 375 | 401 | 233^ | 566 | 176^ | 337 | 331 | 297 | 190^ | << | << | << | 10v | << |
| MON-FRI | 6.45A | 15 | ABC | 5 | B | 1.3 | 13 | 113 | 51v | 270^ | 173^ | 640 | 124^ | 325 | 375 | 401 | 233^ | 566 | 176^ | 337 | 331 | 297 | 190^ | << | << | << | 10v | << |
| | 180 | 92 | N | 70 | C | 2.1 | 16 | 189 | 64^ | 269 | 212 | 615 | 153 | 375 | 391 | 345 | 190 | 487 | 131^ | 252 | 280 | 285 | 172 | 34v | 31v | 23v | 22v | 28v |
| BEFORE HOURS | | | | | A | 0.7 | 10 | 58 | 122v | 344^ | 289^ | 583 | 192^ | 368^ | 271^ | 269^ | 202^ | 460^ | 268^ | 335^ | 282^ | 130v | 90v | 121v | 14v | 48v | << | 48v |
| MON-FRI | 6.15A | 15 | NBC | 5 | B | 0.7 | 10 | 58 | 122v | 344^ | 289^ | 583 | 192^ | 368^ | 271^ | 269^ | 202^ | 460^ | 268^ | 335^ | 282^ | 130v | 90v | 121v | 14v | 48v | << | 48v |
| | 142 | 84 | N | 70 | C | 0.7 | 9 | 60 | 76v | 314^ | 279^ | 617 | 169^ | 388^ | 377^ | 304^ | 199^ | 419^ | 198^ | 253^ | 232^ | 122^ | 130^ | 20v | 27v | 15v | << | 23v |
| CBS MORNING NEWS- 6:30AM | | | | | A | 1.0 | 12 | 85 | 75v | 244^ | 165^ | 609 | 115^ | 305^ | 349^ | 379^ | 236^ | 486 | 112^ | 177^ | 225^ | 243^ | 228^ | << | << | 26v | 15v | 38v |
| MON-FRI | 6.30A | 30 | CBS | 5 | B | 1.0 | 12 | 85 | 75v | 244^ | 165^ | 609 | 115^ | 305^ | 349^ | 379^ | 236^ | 486 | 112^ | 177^ | 225^ | 243^ | 228^ | << | << | 26v | 15v | 38v |
| | 153 | 89 | N | 75 | C | 1.1 | 12 | 102 | 48v | 278 | 140^ | 617 | 125^ | 258 | 299 | 345 | 286 | 387 | 101^ | 168^ | 170^ | 198^ | 190^ | 13v | 14v | 36v | 19v | 34v |
| CBS THIS MORNING-1 | | | | | A | 1.7 | 12 | 154 | 50v | 142^ | 107^ | 610 | 87^ | 218 | 220 | 281 | 365 | 506 | 69^ | 201^ | 237 | 274 | 252 | 10v | << | 31v | 15v | 31v |
| MON-FRI | 7.30A | 30 | CBS | 5 | B | 1.7 | 12 | 154 | 50v | 142^ | 107^ | 610 | 87^ | 218 | 220 | 281 | 365 | 506 | 69^ | 201^ | 237 | 274 | 252 | 10v | << | 31v | 15v | 31v |
| | 200 | 98 | N | 25 | C | 2.0 | 11 | 175 | 53^ | 162 | 101^ | 635 | 110^ | 223 | 238 | 271 | 369 | 437 | 74^ | 190 | 189 | 209 | 223 | 20v | 5v | 25v | 16v | 24v |
| CBS THIS MORNING-2 | | | | | A | 2.5 | 11 | 220 | 25v | 168 | 94^ | 677 | 89^ | 208 | 217 | 342 | 423 | 498 | 54^ | 197 | 241 | 260 | 251 | 12v | 4v | 24v | 7v | 15v |
| MON-FRI | 8.30A | 30 | CBS | 5 | B | 2.5 | 11 | 220 | 25v | 168 | 94^ | 677 | 89^ | 208 | 217 | 342 | 423 | 498 | 54^ | 197 | 241 | 260 | 251 | 12v | 4v | 24v | 7v | 15v |
| | 200 | 98 | N | 25 | C | 2.4 | 11 | 213 | 38^ | 146 | 81^ | 696 | 133 | 226 | 245 | 289 | 415 | 418 | 70^ | 158 | 160 | 174 | 233 | 11v | 5v | 35^ | 16v | 32^ |
| GOOD MORNING, AMERICA-730 | | | | | A | 3.1 | 20 | 275 | 42^ | 248 | 174 | 667 | 116^ | 317 | 311 | 363 | 313 | 510 | 119^ | 241 | 269 | 273 | 208 | 10v | 4v | 11v | 20v | 17v |
| MON-FRI | 7.30A | 30 | ABC | 5 | B | 3.1 | 20 | 275 | 42^ | 248 | 174 | 667 | 116^ | 317 | 311 | 363 | 313 | 510 | 119^ | 241 | 269 | 273 | 208 | 10v | 4v | 11v | 20v | 17v |
| | 213 | 99 | N | 69 | C | 4.2 | 21 | 375 | 59^ | 244 | 187 | 707 | 151 | 367 | 387 | 372 | 289 | 437 | 103 | 198 | 214 | 223 | 198 | 17v | 7v | 21^ | 21^ | 25^ |
| GOOD MORNING, AMERICA-830 | | | | | A | 4.2 | 17 | 370 | 68^ | 207 | 150 | 687 | 145 | 301 | 307 | 345 | 345 | 469 | 104 | 208 | 253 | 246 | 193 | 21v | 10v | 35^ | 18v | 24^ |
| MON-FRI | 8.30A | 30 | ABC | 5 | B | 4.2 | 17 | 370 | 68^ | 207 | 150 | 687 | 145 | 301 | 307 | 345 | 345 | 469 | 104 | 208 | 253 | 246 | 193 | 21v | 10v | 35^ | 18v | 24^ |
| | 211 | 98 | N | 70 | C | 4.5 | 21 | 395 | 72 | 206 | 159 | 761 | 150 | 352 | 369 | 392 | 352 | 382 | 72 | 152 | 168 | 196 | 190 | 11v | 7v | 23^ | 23^ | 19^ |
| NBC NEWS AT SUNRISE | | | | | A | 1.4 | 19 | 126 | 105^ | 356 | 309 | 565 | 163^ | 408 | 377 | 317 | 143^ | 581 | 227^ | 355 | 350 | 221^ | 198^ | 54v | << | 20v | 10v | 30v |
| MON-FRI | 6.00A | 30 | NBC | 5 | B | 1.4 | 19 | 126 | 105^ | 356 | 309 | 565 | 163^ | 408 | 377 | 317 | 143^ | 581 | 227^ | 355 | 350 | 221^ | 198^ | 54v | << | 20v | 10v | 30v |
| | 196 | 98 | N | 70 | C | 1.9 | 20 | 168 | 72^ | 320 | 270 | 638 | 154 | 386 | 406 | 353 | 203 | 483 | 116^ | 220 | 236 | 235 | 220 | 19v | 41^ | 16v | 12v | 23v |
| TODAY SHOW-7.30AM | | | | | A | 3.8 | 25 | 338 | 38^ | 246 | 184 | 661 | 79^ | 313 | 345 | 383 | 300 | 550 | 100 | 253 | 263 | 291 | 272 | 21v | 5v | 25v | 17v | 26^ |
| MON-FRI | 7.30A | 30 | NBC | 5 | B | 3.8 | 25 | 338 | 38^ | 246 | 184 | 661 | 79^ | 313 | 345 | 383 | 300 | 550 | 100 | 253 | 263 | 291 | 272 | 21v | 5v | 25v | 17v | 26^ |
| | 205 | 99 | N | 70 | C | 4.4 | 23 | 392 | 59^ | 221 | 163 | 676 | 134 | 326 | 349 | 354 | 306 | 493 | 114 | 235 | 235 | 233 | 236 | 17v | 12v | 25^ | 20^ | 29^ |
| TODAY SHOW-8.30AM | | | | | A | 4.9 | 21 | 436 | 31^ | 204 | 156 | 710 | 64^ | 289 | 332 | 405 | 366 | 466 | 75^ | 180 | 189 | 244 | 253 | 20^ | 9v | 26^ | 22^ | 27^ |
| MON-FRI | 8.30A | 30 | NBC | 5 | B | 4.9 | 21 | 436 | 31^ | 204 | 156 | 710 | 64^ | 289 | 332 | 405 | 366 | 466 | 75^ | 180 | 189 | 244 | 253 | 20^ | 9v | 26^ | 22^ | 27^ |
| | 205 | 99 | N | 70 | C | 4.6 | 21 | 407 | 70 | 166 | 133 | 718 | 124 | 319 | 340 | 370 | 361 | 437 | 95 | 204 | 200 | 208 | 217 | 11v | 9v | 20^ | 18^ | 17^ |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# PROGRAM AUDIENCE ESTIMATES (Alpha)

DEC.28, 1987–JAN.3, 1988

| PROGRAM NAME / DAY TIME DUR NET NO. OF T/C / #STNS CVG% TYPE | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SH % | AVG. AUD. 0,000 | LOH 18-49 W/CH <3 | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | WOMEN 15-24 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 55+ | TEENS MALE 12-17 | TEENS FEM. 12-17 | TEENS TOT. 15-17 | CHILDREN MALE 2-11 | CHILDREN FEM. 2-11 | CHILDREN TOT. 2-5 | CHILDREN TOT. 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| MONDAY-FRIDAY DAYTIME | | | | | | | | | | | | | | | | | | | | | | | | |
| ALL MY CHILDREN | A | 8.0 | 22 | 704 | 126 | 265 | 232 | 177 | 804 | 355 | 550 | 430 | 471 | 339 | 213 | 319 | 89 | 40^ | 116 | 79 | 63 | 97 | 81 | 79 |
| MON-THU 1.00P 60 ABC 4 | B | 8.0 | 22 | 704 | 126 | 265 | 232 | 177 | 804 | 355 | 550 | 430 | 471 | 339 | 213 | 319 | 89 | 40^ | 116 | 79 | 63 | 97 | 81 | 79 |
| 213 99 DD 68 | C | 7.7 | 26 | 679 | 143 | 241 | 213 | 151 | 856 | 374 | 561 | 431 | 483 | 342 | 243 | 275 | 85 | 15^ | 40 | 31^ | 63 | 53 | 81 | 35^ |
| 1.00 - 1.30 | A | 7.6 | 21 | 673 | 126 | 261 | 224 | 183 | 795 | 349 | 545 | 426 | 466 | 341 | 210 | 316 | 86 | 39^ | 124 | 85 | 69 | 96 | 85 | 81 |
| 1.30 - 2.00 | A | 8.3 | 23 | 735 | 126 | 270 | 239 | 171 | 812 | 360 | 555 | 434 | 476 | 338 | 216 | 321 | 92 | 41^ | 108 | 74 | 58 | 97 | 77 | 77 |
| AMERICAN TREASURY | A | 5.3 | 15 | 465 | 64^ | 296 | 217 | 172 | 901 | 242 | 450 | 339 | 399 | 441 | 391 | 297 | 109 | 46^ | 99 | 95^ | 61^ | 66^ | 28^ | 100 |
| MON&WED 3.58P 1 CBS 2 | B | 5.3 | 15 | 465 | 64^ | 296 | 217 | 172 | 901 | 242 | 450 | 339 | 399 | 441 | 391 | 297 | 109 | 46^ | 99 | 95^ | 61^ | 66^ | 28^ | 100 |
| 194 89 DO 42 | C | 4.5 | 15 | 396 | 81 | 179 | 118 | 124 | 863 | 230 | 411 | 318 | 373 | 373 | 397 | 281 | 129 | 25^ | 48^ | 44^ | 34^ | 44^ | 33^ | 45^ |
| ANOTHER WORLD | A | 6.0 | 17 | 529 | 92 | 220 | 199 | 203 | 816 | 267 | 464 | 342 | 391 | 350 | 303 | 298 | 111 | 23^ | 196 | 92 | 44^ | 59 | 45^ | 58 |
| MON-THU 2.00P 60 NBC 4 | B | 6.0 | 17 | 529 | 92 | 220 | 199 | 203 | 816 | 267 | 464 | 342 | 391 | 350 | 303 | 298 | 111 | 23^ | 196 | 92 | 44^ | 59 | 45^ | 58 |
| 202 98 DD 65 | C | 4.9 | 17 | 432 | 77 | 214 | 185 | 157 | 864 | 275 | 475 | 350 | 409 | 375 | 330 | 296 | 109 | 24^ | 67 | 47^ | 26^ | 42^ | 40^ | 28^ |
| 2.00 - 2.30 | A | 5.9 | 17 | 525 | 94 | 220 | 200 | 212 | 813 | 269 | 461 | 338 | 390 | 347 | 300 | 306 | 106 | 19^ | 212 | 97 | 49^ | 65 | 50^ | 64 |
| 2.30 - 3.00 | A | 6.0 | 17 | 529 | 89 | 221 | 200 | 195 | 825 | 267 | 470 | 349 | 395 | 356 | 308 | 292 | 116 | 28^ | 181 | 87 | 39^ | 55^ | 41^ | 53^ |
| AS THE WORLD TURNS | A | 7.9 | 22 | 702 | 51 | 252 | 181 | 166 | 898 | 240 | 423 | 310 | 376 | 413 | 409 | 295 | 100 | 39^ | 79 | 77 | 61 | 73 | 35^ | 99 |
| MON-WED 2.00P 60 CBS 4 | B | 7.9 | 22 | 702 | 51 | 252 | 181 | 166 | 898 | 240 | 423 | 310 | 376 | 413 | 409 | 295 | 100 | 39^ | 79 | 77 | 61 | 73 | 35^ | 99 |
| 202 97 DD 71 | C | 6.3 | 22 | 555 | 77 | 168 | 112 | 116 | 907 | 221 | 416 | 319 | 390 | 410 | 420 | 268 | 116 | 20^ | 30^ | 33^ | 35^ | 45^ | 44^ | 37^ |
| THU 1.30P 60 | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.30 - 2.00 | A | 6.6 | 18 | 585 | 24v | 257 | 164 | 199 | 908 | 231 | 406 | 269 | 334 | 400 | 437 | 276 | 93^ | 34^ | 94^ | 82^ | 65^ | 83^ | 69^ | 79^ |
| 2.00 - 2.30 | A | 8.1 | 22 | 713 | 55 | 255 | 188 | 163 | 896 | 246 | 428 | 315 | 379 | 405 | 403 | 298 | 99 | 39^ | 74 | 74 | 60 | 74 | 36^ | 99 |
| 2.30 - 3.00 | A | 8.2 | 23 | 729 | 53 | 245 | 176 | 161 | 894 | 232 | 418 | 313 | 382 | 424 | 407 | 294 | 103 | 40^ | 81 | 80 | 60 | 68 | 24^ | 104 |
| BOLD AND THE BEAUTIFUL | A | 6.9 | 19 | 614 | 59 | 256 | 193 | 125 | 885 | 232 | 434 | 340 | 405 | 435 | 386 | 336 | 116 | 40^ | 45^ | 50^ | 75 | 93 | 30^ | 138 |
| MON-WED 1.30P 30 CBS 3 | B | 6.9 | 19 | 614 | 59 | 256 | 193 | 125 | 885 | 232 | 434 | 340 | 405 | 435 | 386 | 336 | 116 | 40^ | 45^ | 50^ | 75 | 93 | 30^ | 138 |
| 198 94 DD 69 | C | 5.0 | 17 | 445 | 80 | 188 | 132 | 106 | 884 | 226 | 424 | 330 | 395 | 409 | 395 | 288 | 117 | 17^ | 19^ | 22^ | 40^ | 52^ | 49^ | 43^ |
| CBS SCHOOLBREAK SPECIALS(S,R) | A | 4.5 | 12 | 399 | 63^ | 249 | 210 | 197 | 763 | 238 | 442 | 328 | 398 | 392 | 250 | 387 | 97^ | 84^ | 124^ | 122^ | 69^ | 119^ | 78^ | 110^ |
| TUE 4.00P 60 CBS | | | | | | | | | | | | | | | | | | | | | | | | |
| 166 85 CL | | | | | | | | | | | | | | | | | | | | | | | | |
| HEAR ME CRY | | | | | | | | | | | | | | | | | | | | | | | | |
| 4.00 - 4.30 | A | 4.0 | 11 | 354 | 43v | 249 | 219 | 226 | 754 | 241 | 459 | 335 | 395 | 382 | 234 | 383 | 83^ | 82^ | 135^ | 140^ | 73^ | 123^ | 94^ | 102^ |
| 4.30 - 5.00 | A | 5.1 | 13 | 452 | 79^ | 245 | 199 | 170 | 755 | 231 | 420 | 316 | 392 | 391 | 259 | 382 | 105^ | 83^ | 113^ | 105^ | 64^ | 114^ | 64^ | 114^ |
| CLASSIC CONCENTRATION | A | 4.4 | 15 | 388 | 54^ | 195 | 140 | 82 | 711 | 163 | 334 | 280 | 347 | 321 | 309 | 389 | 156 | 46^ | 97 | 50^ | 103 | 87 | 61^ | 129 |
| MON-THU 10.30A 30 NBC 4 | B | 4.4 | 15 | 388 | 54^ | 195 | 140 | 82 | 711 | 163 | 334 | 280 | 347 | 321 | 309 | 389 | 156 | 46^ | 97 | 50^ | 103 | 87 | 61^ | 129 |
| 141 75 QG 66 | C | 3.3 | 15 | 296 | 82^ | 147 | 116 | 82^ | 810 | 211 | 378 | 309 | 367 | 321 | 374 | 339 | 160 | 25^ | 28^ | 23^ | 50^ | 66^ | 66^ | 50^ |
| CLASSIC CONCENTRATION(B) | A | 3.8 | 10 | 337 | 103^ | 276 | 142^ | 114^ | 806 | 236 | 377 | 283 | 332 | 337 | 381 | 438 | 133^ | 42v | 22v | 34v | 92^ | 47v | 72^ | 68^ |
| FRI 10.30A 30 NBC | | | | | | | | | | | | | | | | | | | | | | | | |
| 104 56 QG | | | | | | | | | | | | | | | | | | | | | | | | |
| DAYS OF OUR LIVES | A | 8.5 | 23 | 755 | 97 | 213 | 182 | 217 | 802 | 280 | 475 | 350 | 409 | 352 | 269 | 286 | 95 | 36^ | 207 | 115 | 59 | 49 | 49 | 60 |
| MON-THU 1.00P 60 NBC 4 | B | 8.5 | 23 | 755 | 97 | 213 | 182 | 217 | 802 | 280 | 475 | 350 | 409 | 352 | 269 | 286 | 95 | 36^ | 207 | 115 | 59 | 49 | 49 | 60 |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

| PROGRAM NAME / DAY TIME DUR NET NO. OF #STNS CVG% TYPE T/C | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SH % | AVG. AUD. 0,000 | LOH 18-49 W/CH <3 | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | WOMEN 15-24 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 55+ | TEENS MALE 12-17 | TEENS FEM. 12-17 | TEENS TOT. 15-17 | CHILDREN MALE 2-11 | CHILDREN FEM. 2-11 | CHILDREN TOT. 2-5 | CHILDREN TOT. 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| MONDAY-FRIDAY DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | |
| DAYS OF OUR LIVES-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | |
| 204 99 DD 68 | C | 6.8 | 23 | 604 | 92 | 193 | 161 | 175 | 845 | 290 | 487 | 359 | 424 | 370 | 292 | 285 | 105 | 25^ | 81 | 62 | 36^ | 45 | 49 | 32^ |
| 1.00 - 1.30 | A | 8.4 | 23 | 744 | 92 | 209 | 175 | 203 | 793 | 265 | 455 | 338 | 399 | 354 | 278 | 307 | 101 | 36^ | 199 | 108 | 66 | 49 | 52 | 63 |
| 1.30 - 2.00 | A | 8.6 | 24 | 764 | 102 | 217 | 189 | 231 | 813 | 295 | 495 | 363 | 420 | 352 | 261 | 267 | 89 | 35^ | 215 | 122 | 53 | 50 | 46 | 57 |
| GATOR BOWL-MAZDA(S) THU 2.30P 221 CBS 210 99 SE | A | 6.9 | 17 | 611 | 34^ | 147 | 102^ | 65^ | 564 | 113 | 251 | 190 | 229 | 264 | 275 | 704 | 288 | 67^ | 22v | 49^ | 66^ | 51^ | 72^ | 45^ |
| SOUTH CAROLINA VS LSU | | | | | | | | | | | | | | | | | | | | | | | | |
| 2.30 - 3.00 | A | 6.0 | 17 | 532 | 28v | 169 | 135 | 130 | 687 | 179 | 334 | 226 | 272 | 308 | 308 | 549 | 209 | 57^ | 63^ | 62^ | 44^ | 76^ | 67^ | 53^ |
| 3.00 - 3.30 | A | 6.0 | 17 | 532 | 59^ | 144 | 125 | 83^ | 596 | 126 | 309 | 236 | 262 | 297 | 261 | 669 | 243 | 103^ | 44^ | 87^ | 84^ | 75^ | 80^ | 79^ |
| 3.30 - 4.00 | A | 6.3 | 17 | 558 | 47^ | 117 | 90^ | 68^ | 529 | 104^ | 257 | 189 | 212 | 254 | 250 | 719 | 254 | 89^ | 20v | 69^ | 69^ | 78^ | 79^ | 68^ |
| 4.00 - 4.30 | A | 6.4 | 17 | 567 | 45^ | 139 | 100^ | 41^ | 584 | 87^ | 229 | 189 | 233 | 278 | 311 | 706 | 283 | 63^ | 12v | 41^ | 67^ | 68^ | 79^ | 55^ |
| 4.30 - 5.00 | A | 7.3 | 18 | 647 | 25v | 129 | 83^ | 53^ | 543 | 99 | 225 | 173 | 215 | 262 | 276 | 765 | 314 | 49^ | 9v | 39^ | 55^ | 31^ | 54^ | 32^ |
| 5.00 - 5.30 | A | 7.4 | 18 | 656 | 27^ | 155 | 93^ | 61^ | 549 | 111 | 243 | 183 | 225 | 260 | 263 | 749 | 335 | 61^ | 13v | 30^ | 64^ | 30^ | 70^ | 24v |
| 5.30 - 6.00 | A | 8.1 | 18 | 718 | 22v | 169 | 105 | 50^ | 516 | 110 | 225 | 174 | 213 | 229 | 253 | 741 | 329 | 64^ | 11v | 35^ | 83^ | 33^ | 87^ | 30^ |
| 6.00 - 6.30 | A | 8.4 | 17 | 744 | 19v | 160 | 95 | 29^ | 551 | 95 | 181 | 155 | 205 | 231 | 321 | 744 | 347 | 44^ | 3v | 30^ | 57^ | 16v | 50^ | 23^ |
| GENERAL HOSPITAL | A | 8.2 | 23 | 729 | 126 | 281 | 248 | 198 | 880 | 363 | 557 | 416 | 460 | 349 | 279 | 281 | 110 | 31^ | 103 | 77 | 49 | 65 | 58 | 57 |
| MON-THU 3.00P 60 ABC 4 | B | 8.2 | 23 | 729 | 126 | 281 | 248 | 198 | 880 | 363 | 557 | 416 | 460 | 349 | 279 | 281 | 110 | 31^ | 103 | 77 | 49 | 65 | 58 | 57 |
| 215 99 DD 68 | C | 7.8 | 26 | 693 | 126 | 241 | 204 | 170 | 879 | 362 | 543 | 409 | 456 | 336 | 290 | 239 | 92 | 24^ | 69 | 50 | 48 | 50 | 61 | 37 |
| 3.00 - 3.30 | A | 8.2 | 23 | 722 | 133 | 281 | 248 | 201 | 886 | 370 | 568 | 424 | 468 | 351 | 274 | 272 | 107 | 29^ | 101 | 75 | 49 | 68 | 61 | 57 |
| 3.30 - 4.00 | A | 8.3 | 23 | 735 | 120 | 281 | 249 | 194 | 873 | 356 | 546 | 408 | 452 | 346 | 284 | 289 | 112 | 33^ | 104 | 79 | 50 | 63 | 55 | 58 |
| GUIDING LIGHT | A | 7.1 | 20 | 626 | 54^ | 282 | 207 | 167 | 900 | 249 | 452 | 343 | 409 | 441 | 383 | 301 | 93 | 42^ | 107 | 86 | 49^ | 65 | 30^ | 85 |
| MON-WED 3.00P 60 CBS 3 | B | 7.1 | 20 | 626 | 54^ | 282 | 207 | 167 | 900 | 249 | 452 | 343 | 409 | 441 | 383 | 301 | 93 | 42^ | 107 | 86 | 49^ | 65 | 30^ | 85 |
| 207 99 DD 70 | C | 5.8 | 19 | 513 | 82 | 184 | 122 | 116 | 890 | 228 | 420 | 328 | 387 | 401 | 412 | 259 | 116 | 14^ | 39^ | 32^ | 33^ | 48^ | 40^ | 41^ |
| 3.00 - 3.30 | A | 7.2 | 21 | 641 | 53^ | 279 | 204 | 162 | 897 | 246 | 447 | 344 | 408 | 441 | 386 | 302 | 91 | 45^ | 103 | 87 | 52^ | 64 | 30^ | 85 |
| 3.30 - 4.00 | A | 6.9 | 20 | 614 | 55^ | 284 | 208 | 172 | 899 | 250 | 454 | 342 | 408 | 438 | 379 | 298 | 95 | 37^ | 111 | 84 | 47^ | 67 | 30^ | 83 |
| LOVING | A | 5.1 | 14 | 450 | 135 | 290 | 251 | 174 | 798 | 354 | 553 | 435 | 480 | 340 | 200 | 229 | 55^ | 48^ | 108 | 77 | 91 | 103 | 82 | 111 |
| MON-THU 12.30P 30 ABC 4 | B | 5.1 | 14 | 450 | 135 | 290 | 251 | 174 | 798 | 354 | 553 | 435 | 480 | 340 | 200 | 229 | 55^ | 48^ | 108 | 77 | 91 | 103 | 82 | 111 |
| 176 89 DD 68 | C | 4.2 | 15 | 376 | 148 | 241 | 219 | 149 | 844 | 386 | 574 | 444 | 481 | 328 | 233 | 241 | 67^ | 20^ | 40^ | 32^ | 85 | 53^ | 95 | 43^ |
| MR. BELVEDERE-M-F | A | 4.7 | 15 | 414 | 87 | 215 | 175 | 178 | 582 | 283 | 414 | 295 | 327 | 234 | 135 | 285 | 47^ | 92 | 158 | 81 | 153 | 160 | 69^ | 243 |
| MON-THU 11.30A 30 ABC 4 | B | 4.7 | 15 | 414 | 87 | 215 | 175 | 178 | 582 | 283 | 414 | 295 | 327 | 234 | 135 | 285 | 47^ | 92 | 158 | 81 | 153 | 160 | 69^ | 243 |
| 140 70 CS 82 | C | 2.9 | 12 | 257 | 129 | 229 | 198 | 141 | 720 | 334 | 500 | 387 | 416 | 283 | 191 | 289 | 54^ | 37^ | 66^ | 42^ | 119 | 75^ | 120 | 75^ |
| MR. BELVEDERE-M-F(B) FRI 11.30A 16 ABC 108 49 CS | A | 3.0 | 7 | 266 | 62^ | 228^ | 190^ | 199^ | 664 | 273 | 484 | 349 | 371 | 306 | 158^ | 476 | 115^ | 74^ | 136^ | 117^ | 124^ | 149^ | 48v | 225^ |
| NBC NEWS DIGEST-DAYTIME | A | 5.4 | 15 | 474 | 80^ | 206 | 186 | 167 | 766 | 224 | 423 | 343 | 383 | 340 | 304 | 266 | 135 | 31^ | 199 | 112 | 50^ | 59^ | 46^ | 63^ |
| MON&WED 2.57P 1 NBC 2 | B | 5.4 | 15 | 474 | 80^ | 206 | 186 | 167 | 766 | 224 | 423 | 343 | 383 | 340 | 304 | 266 | 135 | 31^ | 199 | 112 | 50^ | 59^ | 46^ | 63^ |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

| PROGRAM NAME / DAY TIME #STNS | DUR / CVG% | NET / TYPE | NO. OF T/C | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SH % | AVG. AUD. 0,000 | LOH 18-49 W/CH <3 | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | WOMEN 15-24 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 55+ | TEENS MALE 12-17 | TEENS FEM. 12-17 | TEENS TOT. 15-17 | CHILDREN MALE 2-11 | CHILDREN FEM. 2-11 | CHILDREN TOT. 2-5 | CHILDREN TOT. 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| MONDAY-FRIDAY DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NBC NEWS DIGEST-DAYTIME-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 193 | 95 | N | 41 | C | 4.6 | 16 | 408 | 68 | 200 | 175 | 146 | 817 | 237 | 439 | 336 | 393 | 367 | 321 | 310 | 107 | 29^ | 87 | 61^ | 26^ | 41^ | 35^ | 32^ |
| NEW CARD SHARKS | | | | A | 4.0 | 14 | 357 | 43^ | 186 | 142 | 51^ | 673 | 142 | 318 | 282 | 322 | 362 | 315 | 404 | 209 | 51^ | 61^ | 21^ | 142 | 113 | 91 | 165 |
| MON-THU 10.30A | 30 | CBS | 4 | B | 4.0 | 14 | 357 | 43^ | 186 | 142 | 51^ | 673 | 142 | 318 | 282 | 322 | 362 | 315 | 404 | 209 | 51^ | 61^ | 21^ | 142 | 113 | 91 | 165 |
| 159 | 77 | QP | 70 | C | 3.2 | 15 | 287 | 87^ | 139 | 99 | 61^ | 700 | 192 | 330 | 277 | 344 | 328 | 304 | 444 | 254 | 23^ | 24^ | 17v | 78^ | 66^ | 90 | 54^ |
| NEWSBREAK-11.57 | | | | A | 6.8 | 20 | 602 | 70 | 208 | 164 | 97 | 668 | 171 | 313 | 243 | 288 | 310 | 310 | 425 | 189 | 49^ | 67 | 42^ | 136 | 100 | 79 | 157 |
| MON-THU 11.57A | 2 | CBS | 4 | B | 6.8 | 20 | 602 | 70 | 208 | 164 | 97 | 668 | 171 | 313 | 243 | 288 | 310 | 310 | 425 | 189 | 49^ | 67 | 42^ | 136 | 100 | 79 | 157 |
| 177 | 83 | N | 69 | C | 5.2 | 21 | 459 | 61 | 172 | 126 | 76 | 750 | 182 | 323 | 255 | 306 | 308 | 376 | 414 | 209 | 19^ | 22^ | 17^ | 55^ | 57 | 68 | 44^ |
| NEWSBREAK-3.44 | | | | A | 5.8 | 16 | 514 | 59^ | 288 | 228 | 174 | 918 | 257 | 463 | 340 | 392 | 442 | 402 | 283 | 80 | 36^ | 110 | 73 | 44^ | 73 | 34^ | 84 |
| MON&WED 3.42P | 1 | CBS | 3 | B | 5.8 | 16 | 514 | 59^ | 288 | 228 | 174 | 918 | 257 | 463 | 340 | 392 | 442 | 402 | 283 | 80 | 36^ | 110 | 73 | 44^ | 73 | 34^ | 84 |
| 192 | 92 | N | 70 | C | 5.0 | 16 | 444 | 78 | 179 | 128 | 109 | 880 | 220 | 392 | 303 | 360 | 386 | 431 | 251 | 112 | 16^ | 38^ | 28^ | 33^ | 48^ | 38^ | 43^ |
| TUE 3.43P | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ONE LIFE TO LIVE | | | | A | 8.2 | 23 | 727 | 138 | 246 | 216 | 186 | 837 | 352 | 558 | 421 | 469 | 363 | 231 | 278 | 109 | 36^ | 117 | 74 | 53 | 92 | 76 | 70 |
| MON-THU 2.00P | 60 | ABC | 4 | B | 8.2 | 23 | 727 | 138 | 246 | 216 | 186 | 837 | 352 | 558 | 421 | 469 | 363 | 231 | 278 | 109 | 36^ | 117 | 74 | 53 | 92 | 76 | 70 |
| 215 | 99 | DD | 66 | C | 7.7 | 26 | 681 | 139 | 227 | 198 | 160 | 875 | 369 | 560 | 424 | 473 | 355 | 265 | 244 | 97 | 17^ | 44 | 33^ | 53 | 56 | 73 | 36^ |
| 2.00 - 2.30 | | | | A | 8.0 | 22 | 709 | 130 | 244 | 213 | 173 | 822 | 341 | 546 | 421 | 470 | 364 | 227 | 289 | 113 | 39^ | 116 | 74 | 54 | 89 | 70 | 73 |
| 2.30 - 3.00 | | | | A | 8.4 | 23 | 742 | 145 | 248 | 219 | 199 | 853 | 364 | 570 | 422 | 470 | 363 | 235 | 269 | 105 | 34^ | 119 | 74 | 53 | 95 | 81 | 67 |
| PRICE IS RIGHT 1 | | | | A | 6.3 | 21 | 560 | 56 | 194 | 133 | 78 | 697 | 146 | 307 | 251 | 284 | 337 | 356 | 392 | 197 | 51^ | 65 | 37^ | 157 | 109 | 80 | 186 |
| MON-THU 11.00A | 30 | CBS | 4 | B | 6.3 | 21 | 560 | 56 | 194 | 133 | 78 | 697 | 146 | 307 | 251 | 284 | 337 | 356 | 392 | 197 | 51^ | 65 | 37^ | 157 | 109 | 80 | 186 |
| 207 | 97 | AP | 70 | C | 5.2 | 23 | 457 | 71 | 154 | 100 | 79 | 728 | 181 | 310 | 239 | 284 | 296 | 373 | 434 | 229 | 20^ | 23^ | 17^ | 75 | 67 | 81 | 60 |
| PRICE IS RIGHT 2 | | | | A | 8.3 | 26 | 733 | 57 | 188 | 141 | 88 | 691 | 154 | 296 | 233 | 271 | 304 | 357 | 409 | 196 | 49 | 66 | 38^ | 141 | 108 | 85 | 164 |
| MON-THU 11.30A | 30 | CBS | 4 | B | 8.3 | 26 | 733 | 57 | 188 | 141 | 88 | 691 | 154 | 296 | 233 | 271 | 304 | 357 | 409 | 196 | 49 | 66 | 38^ | 141 | 108 | 85 | 164 |
| 207 | 97 | AP | 71 | C | 6.5 | 27 | 574 | 58 | 158 | 108 | 77 | 732 | 174 | 301 | 233 | 278 | 291 | 386 | 442 | 235 | 19^ | 22^ | 17^ | 68 | 61 | 77 | 53 |
| RYAN'S HOPE | | | | A | 3.8 | 11 | 337 | 111 | 282 | 239 | 196 | 757 | 345 | 556 | 430 | 471 | 350 | 160 | 251 | 54^ | 47^ | 152 | 76^ | 111 | 149 | 106 | 153 |
| MON-THU 12.00N | 30 | ABC | 4 | B | 3.8 | 11 | 337 | 111 | 282 | 239 | 196 | 757 | 345 | 556 | 430 | 471 | 350 | 160 | 251 | 54^ | 47^ | 152 | 76^ | 111 | 149 | 106 | 153 |
| 165 | 81 | DD | 68 | C | 3.1 | 12 | 275 | 136 | 251 | 232 | 141 | 827 | 400 | 590 | 474 | 518 | 327 | 193 | 261 | 52^ | 25^ | 56^ | 37^ | 98 | 59^ | 103 | 53^ |
| SALE OF THE CENTURY | | | | A | 3.4 | 12 | 297 | 56^ | 200 | 164 | 28^ | 711 | 131 | 298 | 271 | 317 | 278 | 368 | 481 | 235 | 44^ | 53^ | 34^ | 87^ | 58^ | 55^ | 90^ |
| MON-THU 10.00A | 30 | NBC | 4 | B | 3.4 | 12 | 297 | 56^ | 200 | 164 | 28^ | 711 | 131 | 298 | 271 | 317 | 278 | 368 | 481 | 235 | 44^ | 53^ | 34^ | 87^ | 58^ | 55^ | 90^ |
| 144 | 75 | QG | 66 | C | 2.9 | 13 | 257 | 72^ | 134 | 108 | 56^ | 778 | 161 | 338 | 292 | 329 | 300 | 403 | 412 | 209 | 17v | 24v | 19v | 49^ | 53^ | 64^ | 38^ |
| SALE OF THE CENTURY(B) | | | | A | 2.3 | 7 | 204 | 10v | 227^ | 112^ | 88^ | 761 | 113^ | 291^ | 218^ | 260^ | 364 | 428 | 512 | 124^ | 51v | 16v | 15v | 49v | 62v | 17v | 94^ |
| FRI 10.00A | 30 | NBC | | | | | | | | | | | | | | | | | | | | | | | | | |
| 98 | 53 | QG | | | | | | | | | | | | | | | | | | | | | | | | | |
| SANTA BARBARA | | | | A | 5.4 | 15 | 478 | 91 | 242 | 201 | 219 | 804 | 272 | 448 | 308 | 380 | 347 | 284 | 315 | 110 | 28^ | 183 | 92 | 43^ | 60^ | 60^ | 43^ |
| MON-THU 3.00P | 60 | NBC | 4 | B | 5.4 | 15 | 478 | 91 | 242 | 201 | 219 | 804 | 272 | 448 | 308 | 380 | 347 | 284 | 315 | 110 | 28^ | 183 | 92 | 43^ | 60^ | 60^ | 43^ |
| 198 | 98 | DD | 66 | C | 4.9 | 16 | 437 | 92 | 200 | 166 | 175 | 824 | 267 | 471 | 351 | 426 | 376 | 277 | 280 | 103 | 32^ | 114 | 76 | 31^ | 50^ | 46^ | 35^ |
| 3.00 - 3.30 | | | | A | 5.4 | 15 | 476 | 90 | 245 | 205 | 212 | 810 | 271 | 453 | 313 | 388 | 356 | 282 | 313 | 118 | 24^ | 178 | 87 | 39^ | 57^ | 58^ | 38^ |
| 3.30 - 4.00 | | | | A | 5.4 | 15 | 481 | 91 | 238 | 196 | 225 | 798 | 273 | 443 | 303 | 372 | 338 | 286 | 317 | 103 | 31^ | 188 | 97 | 48^ | 62^ | 62^ | 48^ |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

| PROGRAM NAME / DAY / TIME / #STNS | DUR / CVG% | NET / TYPE | NO. OF T/C | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SH % | AVG. AUD. 0,000 | LOH 18-49 W/CH <3 | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | WOMEN 15-24 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 55+ | TEENS MALE 12-17 | TEENS FEM. 12-17 | TEENS TOT. 15-17 | CHILDREN MALE 2-11 | CHILDREN FEM. 2-11 | CHILDREN TOT. 2-5 | CHILDREN TOT. 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| MONDAY-FRIDAY DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SCRABBLE | | | | A | 5.6 | 16 | 494 | 38^ | 169 | 118 | 71 | 715 | 105 | 267 | 226 | 261 | 311 | 414 | 397 | 196 | 44^ | 87 | 51^ | 90 | 81 | 54^ | 117 |
| MON-THU 12.30P | 30 | NBC | 4 | B | 5.6 | 16 | 494 | 38^ | 169 | 118 | 71 | 715 | 105 | 267 | 226 | 261 | 311 | 414 | 397 | 196 | 44^ | 87 | 51^ | 90 | 81 | 54^ | 117 |
| 155 | 84 | QG | 81 | C | 3.8 | 14 | 340 | 71^ | 144 | 113 | 75^ | 798 | 175 | 323 | 263 | 306 | 300 | 431 | 371 | 192 | 24^ | 27^ | 27^ | 43^ | 53^ | 54^ | 42^ |
| SUPER PASSWORD | | | | A | 4.7 | 14 | 414 | 46^ | 144 | 109 | 104 | 713 | 129 | 285 | 222 | 263 | 296 | 388 | 373 | 178 | 46^ | 100 | 55^ | 107 | 101 | 88 | 120 |
| MON-THU 12.00N | 30 | NBC | 4 | B | 4.7 | 14 | 414 | 46^ | 144 | 109 | 104 | 713 | 129 | 285 | 222 | 263 | 296 | 388 | 373 | 178 | 46^ | 100 | 55^ | 107 | 101 | 88 | 120 |
| 155 | 72 | QG | 67 | C | 3.2 | 12 | 282 | 77^ | 115 | 87^ | 83^ | 782 | 177 | 310 | 242 | 290 | 291 | 423 | 369 | 190 | 24^ | 33^ | 25^ | 49^ | 66^ | 65^ | 50^ |
| $25,000 PYRAMID | | | | A | 3.7 | 13 | 330 | 37^ | 181 | 123 | 59^ | 686 | 115 | 274 | 228 | 288 | 370 | 352 | 424 | 231 | 15v | 57^ | 17v | 112 | 94 | 93 | 113 |
| MON-THU 10.00A | 30 | CBS | 4 | B | 3.7 | 13 | 330 | 37^ | 181 | 123 | 59^ | 686 | 115 | 274 | 228 | 288 | 370 | 352 | 424 | 231 | 15v | 57^ | 17v | 112 | 94 | 93 | 113 |
| 169 | 83 | QP | 70 | C | 3.3 | 15 | 291 | 82^ | 140 | 84^ | 66^ | 731 | 183 | 313 | 255 | 339 | 340 | 333 | 397 | 230 | 14v | 18v | 13v | 63^ | 53^ | 70^ | 46^ |
| WHEEL OF FORTUNE | | | | A | 7.1 | 23 | 629 | 51 | 184 | 133 | 86 | 775 | 144 | 306 | 240 | 310 | 352 | 399 | 365 | 181 | 30^ | 57 | 34^ | 84 | 68 | 72 | 81 |
| MON-THU 11.00A | 30 | NBC | 4 | B | 7.1 | 23 | 629 | 51 | 184 | 133 | 86 | 775 | 144 | 306 | 240 | 310 | 352 | 399 | 365 | 181 | 30^ | 57 | 34^ | 84 | 68 | 72 | 81 |
| 204 | 99 | QG | 68 | C | 5.3 | 23 | 468 | 68 | 157 | 108 | 71 | 809 | 172 | 308 | 251 | 316 | 310 | 437 | 384 | 196 | 19^ | 26^ | 22^ | 39^ | 51^ | 56 | 34^ |
| WHO'S THE BOSS? M-F | | | | A | 5.4 | 18 | 478 | 85 | 208 | 186 | 159 | 591 | 284 | 444 | 344 | 367 | 244 | 124 | 264 | 41^ | 91 | 154 | 83 | 196 | 153 | 93 | 256 |
| MON-THU 11.00A | 30 | ABC | 4 | B | 5.4 | 18 | 478 | 85 | 208 | 186 | 159 | 591 | 284 | 444 | 344 | 367 | 244 | 124 | 264 | 41^ | 91 | 154 | 83 | 196 | 153 | 93 | 256 |
| 156 | 83 | CS | 68 | C | 3.6 | 16 | 322 | 124 | 231 | 207 | 130 | 709 | 320 | 499 | 392 | 422 | 289 | 180 | 287 | 54^ | 43^ | 65^ | 43^ | 119 | 81 | 123 | 77^ |
| WHO'S THE BOSS? M-F(B) | | | | A | 3.5 | 8 | 310 | 65^ | 201^ | 188^ | 131^ | 589 | 235 | 440 | 366 | 366 | 287 | 149^ | 493 | 92^ | 65^ | 112^ | 106^ | 140^ | 106^ | 70^ | 177^ |
| FRI 11.00A | 30 | ABC | | | | | | | | | | | | | | | | | | | | | | | | | |
| 122 | 63 | CS | | | | | | | | | | | | | | | | | | | | | | | | | |
| WIN, LOSE OR DRAW | | | | A | 5.4 | 17 | 478 | 65 | 199 | 157 | 142 | 763 | 186 | 375 | 285 | 349 | 352 | 325 | 347 | 146 | 53^ | 120 | 81 | 113 | 116 | 84 | 145 |
| MON-THU 11.30A | 30 | NBC | 4 | B | 5.4 | 17 | 478 | 65 | 199 | 157 | 142 | 763 | 186 | 375 | 285 | 349 | 352 | 325 | 347 | 146 | 53^ | 120 | 81 | 113 | 116 | 84 | 145 |
| 184 | 87 | QG | 81 | C | 3.7 | 16 | 330 | 104 | 161 | 129 | 101 | 808 | 230 | 405 | 322 | 386 | 338 | 340 | 319 | 136 | 27^ | 37^ | 33^ | 52^ | 74^ | 75^ | 51^ |
| YOUNG AND THE RESTLESS | | | | A | 9.3 | 26 | 824 | 75 | 252 | 205 | 187 | 854 | 262 | 464 | 334 | 389 | 393 | 335 | 297 | 104 | 28^ | 91 | 72 | 79 | 94 | 67 | 106 |
| MON-THU 12.30P | 60 | CBS | 4 | B | 9.3 | 26 | 824 | 75 | 252 | 205 | 187 | 854 | 262 | 464 | 334 | 389 | 393 | 335 | 297 | 104 | 28^ | 91 | 72 | 79 | 94 | 67 | 106 |
| 207 | 98 | DD | 71 | C | 7.7 | 28 | 683 | 96 | 198 | 156 | 133 | 861 | 273 | 453 | 337 | 391 | 358 | 354 | 279 | 123 | 17^ | 28^ | 28^ | 42 | 61 | 67 | 36^ |
| 12.30 - 1.00 | | | | A | 9.2 | 26 | 811 | 78 | 252 | 206 | 186 | 833 | 252 | 451 | 324 | 382 | 386 | 325 | 313 | 112 | 28^ | 90 | 73 | 90 | 89 | 74 | 105 |
| 1.00 - 1.30 | | | | A | 9.4 | 26 | 833 | 72 | 253 | 205 | 189 | 878 | 274 | 479 | 346 | 399 | 402 | 347 | 282 | 97 | 29^ | 92 | 71 | 69 | 100 | 61 | 108 |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

| PROGRAM NAME / DAY | TIME / #STNS | DUR / CVG% | NET / TYPE | NO. OF T/C | KEY | HH AVG. AUD. % | SH % | AVG. AUD. 0,000 | TOT. PERS. (2+) | WOMEN 15-24 | WOMEN TOTAL | WOMEN 18-49 | MEN 15-24 | MEN TOTAL | TEENS TOTAL 12-17 | TEENS MALE 12-17 | TEENS FEM. 12-17 | TEENS TOT. 12-14 | TEENS TOT. 15-17 | CHILDREN TOTAL 2-11 | CHILDREN MALE 2-11 | CHILDREN FEM. 2-11 | CHILDREN TOT. 2-5 | CHILDREN TOT. 6-11 | CHILDREN MALE 6-11 | CHILDREN FEM. 6-11 | CHILDREN TOT. 6-8 | CHILDREN TOT. 9-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME CHILDREN | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC WEEKEND SPECIALS(R) | | | | | A | 3.0 | 9 | 266 | 1429 | 122^ | 403 | 270 | 105^ | 267 | 266 | 114^ | 152^ | 189^ | 77^ | 492 | 338 | 155^ | 108^ | 384 | 259 | 125^ | 155^ | 229^ |
| SAT | 1.00P | 30 | ABC | 1 | B | 3.0 | 9 | 266 | 1429 | 122^ | 403 | 270 | 105^ | 267 | 266 | 114^ | 152^ | 189^ | 77^ | 492 | 338 | 155^ | 108^ | 384 | 259 | 125^ | 155^ | 229^ |
| | 153 | 82 | CA | 4 | C | 2.3 | 8 | 206 | 1481 | 133^ | 501 | 366 | 91^ | 361 | 192 | 74^ | 119^ | 128^ | 65^ | 426 | 276 | 150 | 149 | 278 | 180 | 98^ | 132^ | 146^ |
| THE BOLLO CAPER | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ALF-SAT MORN | | | | | A | 5.3 | 20 | 470 | 1453 | 82^ | 383 | 322 | 98^ | 299 | 179 | 80^ | 99^ | 130^ | 50^ | 592 | 333 | 259 | 227 | 365 | 229 | 136 | 181 | 184 |
| SAT | 10.00A | 30 | NBC | 1 | B | 5.3 | 20 | 470 | 1453 | 82^ | 383 | 322 | 98^ | 299 | 179 | 80^ | 99^ | 130^ | 50^ | 592 | 333 | 259 | 227 | 365 | 229 | 136 | 181 | 184 |
| | 209 | 99 | CA | 8 | C | 6.0 | 22 | 529 | 1508 | 125 | 344 | 296 | 92 | 254 | 214 | 106 | 108 | 140 | 74 | 697 | 358 | 339 | 262 | 435 | 237 | 198 | 219 | 216 |
| ALL NEW POUND PUPPIES | | | | | A | 2.8 | 12 | 248 | 1607 | 102^ | 303 | 167^ | 55v | 313 | 103^ | 14v | 89^ | 45v | 59v | 888 | 506 | 382 | 414 | 475 | 318 | 157^ | 271 | 203^ |
| SAT | 9.30A | 30 | ABC | 1 | B | 2.8 | 12 | 248 | 1607 | 102^ | 303 | 167^ | 55v | 313 | 103^ | 14v | 89^ | 45v | 59v | 888 | 506 | 382 | 414 | 475 | 318 | 157^ | 271 | 203^ |
| | 204 | 97 | CA | 15 | C | 3.5 | 14 | 312 | 1491 | 81^ | 301 | 254 | 64^ | 206 | 181 | 86 | 95 | 126 | 55^ | 803 | 394 | 409 | 326 | 477 | 251 | 226 | 237 | 240 |
| ALVIN AND THE CHIPMUNKS | | | | | A | 6.0 | 21 | 532 | 1594 | 118^ | 429 | 344 | 109^ | 333 | 193 | 84^ | 109^ | 122 | 71^ | 639 | 308 | 331 | 258 | 381 | 192 | 189 | 181 | 200 |
| SAT | 10.30A | 30 | NBC | 1 | B | 6.0 | 21 | 532 | 1594 | 118^ | 429 | 344 | 109^ | 333 | 193 | 84^ | 109^ | 122 | 71^ | 639 | 308 | 331 | 258 | 381 | 192 | 189 | 181 | 200 |
| | 203 | 98 | CA | 17 | C | 6.2 | 22 | 546 | 1524 | 148 | 354 | 304 | 88 | 222 | 229 | 90 | 138 | 144 | 85 | 719 | 339 | 380 | 312 | 407 | 197 | 210 | 215 | 192 |
| ANIMAL CRACK-UPS | | | | | A | 5.1 | 16 | 452 | 1611 | 140^ | 546 | 406 | 96^ | 329 | 173 | 44^ | 129^ | 113^ | 60^ | 563 | 364 | 199 | 166 | 397 | 227 | 170 | 194 | 203 |
| SAT | 12.00N | 30 | ABC | 1 | B | 5.1 | 16 | 452 | 1611 | 140^ | 546 | 406 | 96^ | 329 | 173 | 44^ | 129^ | 113^ | 60^ | 563 | 364 | 199 | 166 | 397 | 227 | 170 | 194 | 203 |
| | 185 | 89 | CL | 11 | C | 3.4 | 12 | 305 | 1524 | 140 | 432 | 321 | 116 | 378 | 215 | 86^ | 129 | 132 | 83^ | 498 | 268 | 231 | 194 | 305 | 165 | 140 | 146 | 159 |
| BUGS BUNNY & TWEETY SHOW | | | | | A | 5.7 | 18 | 505 | 1633 | 106^ | 458 | 353 | 108^ | 372 | 176 | 65^ | 111^ | 115^ | 60^ | 627 | 355 | 272 | 220 | 407 | 242 | 165 | 192 | 215 |
| SAT | 11.30A | 30 | ABC | 1 | B | 5.7 | 18 | 505 | 1633 | 106^ | 458 | 353 | 108^ | 372 | 176 | 65^ | 111^ | 115^ | 60^ | 627 | 355 | 272 | 220 | 407 | 242 | 165 | 192 | 215 |
| | 199 | 93 | CA | 13 | C | 4.1 | 14 | 365 | 1537 | 116 | 381 | 301 | 106 | 334 | 207 | 98 | 110 | 131 | 76 | 615 | 314 | 301 | 266 | 349 | 179 | 170 | 192 | 157 |
| CARE BEAR FAMILY | | | | | A | 1.3 | 12 | 115 | 1341 | 52v | 394^ | 224^ | 104v | 382^ | 160^ | 58v | 102v | 105v | 55v | 405^ | 238^ | 167^ | 160^ | 245^ | 145^ | 101v | 203^ | 42v |
| SAT | 8.00A | 30 | ABC | 1 | B | 1.3 | 12 | 115 | 1341 | 52v | 394^ | 224^ | 104v | 382^ | 160^ | 58v | 102v | 105v | 55v | 405^ | 238^ | 167^ | 160^ | 245^ | 145^ | 101v | 203^ | 42v |
| | 201 | 97 | CA | 15 | C | 2.0 | 14 | 178 | 1323 | 68^ | 297 | 243 | 48^ | 238 | 101^ | 35v | 65^ | 67^ | 34v | 688 | 323 | 365 | 244 | 444 | 227 | 217 | 244 | 199 |
| DENNIS THE MENACE | | | | | A | 4.0 | 13 | 354 | 1419 | 173^ | 387 | 317 | 95^ | 235 | 201 | 86^ | 114^ | 117^ | 84^ | 597 | 368 | 229 | 256 | 341 | 176^ | 165^ | 168^ | 173^ |
| SAT | 11.30A | 30 | CBS | 1 | B | 4.0 | 13 | 354 | 1419 | 173^ | 387 | 317 | 95^ | 235 | 201 | 86^ | 114^ | 117^ | 84^ | 597 | 368 | 229 | 256 | 341 | 176^ | 165^ | 168^ | 173^ |
| | 174 | 86 | CA | 1 | C | 4.0 | 13 | 354 | 1419 | 173^ | 387 | 317 | 95^ | 235 | 201 | 86^ | 114^ | 117^ | 84^ | 597 | 368 | 229 | 256 | 341 | 176^ | 165^ | 168^ | 173^ |
| FLINTSTONE KIDS | | | | | A | 4.8 | 16 | 425 | 1625 | 103^ | 445 | 325 | 95^ | 282 | 159 | 67^ | 92^ | 111^ | 48^ | 739 | 467 | 272 | 277 | 462 | 285 | 177 | 214 | 248 |
| SAT | 11.00A | 30 | ABC | 1 | B | 4.8 | 16 | 425 | 1625 | 103^ | 445 | 325 | 95^ | 282 | 159 | 67^ | 92^ | 111^ | 48^ | 739 | 467 | 272 | 277 | 462 | 285 | 177 | 214 | 248 |
| | 205 | 95 | CA | 14 | C | 3.8 | 13 | 335 | 1579 | 119 | 383 | 320 | 97 | 255 | 246 | 125 | 121 | 171 | 75^ | 694 | 364 | 330 | 289 | 406 | 206 | 200 | 205 | 200 |
| FOOFUR | | | | | A | 3.2 | 10 | 284 | 1680 | 104^ | 553 | 424 | 145^ | 389 | 217^ | 115^ | 102^ | 149^ | 68^ | 522 | 315 | 206^ | 185^ | 336 | 217^ | 119^ | 171^ | 165^ |
| SAT | 12.00N | 30 | NBC | 1 | B | 3.2 | 10 | 284 | 1680 | 104^ | 553 | 424 | 145^ | 389 | 217^ | 115^ | 102^ | 149^ | 68^ | 522 | 315 | 206^ | 185^ | 336 | 217^ | 119^ | 171^ | 165^ |
| | 138 | 70 | CA | 16 | C | 3.4 | 12 | 299 | 1514 | 166 | 405 | 331 | 105 | 255 | 238 | 102 | 136 | 133 | 105 | 615 | 322 | 293 | 264 | 352 | 173 | 178 | 178 | 174 |
| FRAGGLE ROCK | | | | | A | 4.3 | 15 | 381 | 1671 | 109^ | 464 | 370 | 121^ | 326 | 168 | 70^ | 97^ | 83^ | 85^ | 712 | 350 | 362 | 316 | 396 | 205 | 191 | 163^ | 233 |
| SAT | 11.00A | 30 | NBC | 1 | B | 4.3 | 15 | 381 | 1671 | 109^ | 464 | 370 | 121^ | 326 | 168 | 70^ | 97^ | 83^ | 85^ | 712 | 350 | 362 | 316 | 396 | 205 | 191 | 163^ | 233 |
| | 178 | 84 | CA | 8 | C | 5.0 | 17 | 441 | 1564 | 157 | 380 | 314 | 90 | 251 | 211 | 71 | 140 | 117 | 94 | 722 | 355 | 368 | 323 | 399 | 201 | 198 | 216 | 183 |
| GALAXY HIGH SCHOOL | | | | | A | 3.2 | 10 | 284 | 1727 | 313 | 459 | 416 | 149^ | 307 | 302 | 148^ | 154^ | 155^ | 147^ | 658 | 451 | 207^ | 321 | 337 | 254 | 83^ | 118^ | 219^ |
| SAT | 12.30P | 30 | CBS | 1 | B | 3.2 | 10 | 284 | 1727 | 313 | 459 | 416 | 149^ | 307 | 302 | 148^ | 154^ | 155^ | 147^ | 658 | 451 | 207^ | 321 | 337 | 254 | 83^ | 118^ | 219^ |
| | 133 | 59 | CA | 1 | C | 3.2 | 10 | 284 | 1727 | 313 | 459 | 416 | 149^ | 307 | 302 | 148^ | 154^ | 155^ | 147^ | 658 | 451 | 207^ | 321 | 337 | 254 | 83^ | 118^ | 219^ |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

| PROGRAM NAME / DAY TIME #STNS | DUR CVG% | NET TYPE | NO. OF T/C | KEY | HH AVG. AUD. % | HH SH % | HH AVG. AUD. 0,000 | TOT. PERS. (2+) | WOMEN 15-24 | WOMEN TOTAL | WOMEN 18-49 | MEN 15-24 | MEN TOTAL | TEENS TOTAL 12-17 | TEENS MALE 12-17 | TEENS FEM. 12-17 | TEENS TOT. 12-14 | TEENS TOT. 15-17 | CHILDREN TOTAL 2-11 | CHILDREN MALE 2-11 | CHILDREN FEM. 2-11 | CHILDREN TOT. 2-5 | CHILDREN TOT. 6-11 | CHILDREN MALE 6-11 | CHILDREN FEM. 6-11 | CHILDREN TOT. 6-8 | CHILDREN TOT. 9-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME CHILDREN CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| GUMMI BEARS | | | | A | 1.6 | 14 | 142 | 1269 | 24v | 269^ | 211^ | 93v | 331^ | 149^ | 91v | 58v | 113v | 36v | 520 | 344^ | 176^ | 202^ | 318^ | 252^ | 66v | 174^ | 144^ |
| SAT 8.00A | 30 | NBC | 1 | B | 1.6 | 14 | 142 | 1269 | 24v | 269^ | 211^ | 93v | 331^ | 149^ | 91v | 58v | 113v | 36v | 520 | 344^ | 176^ | 202^ | 318^ | 252^ | 66v | 174^ | 144^ |
| 200 | 98 | CA | 17 | C | 2.9 | 20 | 255 | 1354 | 58^ | 303 | 249 | 49^ | 206 | 149 | 84^ | 65^ | 99^ | 50^ | 695 | 382 | 313 | 275 | 420 | 247 | 173 | 215 | 205 |
| HELLO KITTY | | | | A | 1.4 | 13 | 124 | 1247 | 126v | 399^ | 208^ | 87v | 469^ | << | << | << | << | << | 376^ | 297^ | 79v | 152^ | 224^ | 190^ | 34v | 140^ | 84v |
| SAT 8.00A | 30 | CBS | 1 | B | 1.4 | 13 | 124 | 1247 | 126v | 399^ | 208^ | 87v | 469^ | << | << | << | << | << | 376^ | 297^ | 79v | 152^ | 224^ | 190^ | 34v | 140^ | 84v |
| 200 | 95 | CA | 16 | C | 1.9 | 13 | 165 | 1281 | 43^ | 278 | 185 | 43^ | 223 | 92^ | 65^ | 27v | 57^ | 35v | 688 | 349 | 339 | 225 | 464 | 240 | 224 | 282 | 182 |
| I'M TELLING | | | | A | 2.5 | 8 | 222 | 1791 | 109^ | 604 | 413 | 111^ | 374 | 195^ | 76^ | 120^ | 162^ | 33v | 617 | 395 | 222^ | 146^ | 471 | 307 | 165^ | 293 | 178^ |
| SAT 12.30P | 30 | NBC | 1 | B | 2.5 | 8 | 222 | 1791 | 109^ | 604 | 413 | 111^ | 374 | 195^ | 76^ | 120^ | 162^ | 33v | 617 | 395 | 222^ | 146^ | 471 | 307 | 165^ | 293 | 178^ |
| 107 | 57 | CA | 16 | C | 2.7 | 9 | 235 | 1486 | 145 | 416 | 313 | 115 | 246 | 250 | 93^ | 156 | 157 | 93^ | 574 | 303 | 271 | 208 | 366 | 190 | 176 | 180 | 186 |
| LITTLE CLOWNS-HAPPYTOWN | | | | A | 1.5 | 10 | 133 | 1413 | 87v | 340^ | 209^ | 80v | 349^ | 86v | 36v | 50v | 13v | 73v | 638 | 386^ | 252^ | 305^ | 333^ | 216^ | 117v | 258^ | 75v |
| SAT 8.30A | 30 | ABC | 1 | B | 1.5 | 10 | 133 | 1413 | 87v | 340^ | 209^ | 80v | 349^ | 86v | 36v | 50v | 13v | 73v | 638 | 386^ | 252^ | 305^ | 333^ | 216^ | 117v | 258^ | 75v |
| 205 | 99 | CA | 15 | C | 2.5 | 13 | 220 | 1473 | 79^ | 312 | 263 | 60^ | 219 | 132 | 59^ | 73^ | 82^ | 51^ | 810 | 366 | 444 | 298 | 512 | 259 | 253 | 275 | 237 |
| LITTLE WIZARDS | | | | A | 3.3 | 13 | 292 | 1482 | 135^ | 299 | 155^ | 82^ | 276 | 96^ | 31v | 65^ | 13v | 84^ | 811 | 498 | 312 | 292 | 519 | 325 | 194^ | 222 | 297 |
| SAT 10.00A | 30 | ABC | 1 | B | 3.3 | 13 | 292 | 1482 | 135^ | 299 | 155^ | 82^ | 276 | 96^ | 31v | 65^ | 13v | 84^ | 811 | 498 | 312 | 292 | 519 | 325 | 194^ | 222 | 297 |
| 207 | 98 | CA | 13 | C | 3.8 | 14 | 337 | 1475 | 100 | 336 | 283 | 91 | 227 | 204 | 106 | 98 | 121 | 84 | 708 | 379 | 329 | 313 | 395 | 223 | 172 | 195 | 200 |
| MIGHTY MOUSE | | | | A | 3.8 | 13 | 337 | 1492 | 135^ | 390 | 290 | 99^ | 388 | 88^ | 48v | 40v | 50^ | 38v | 626 | 408 | 218 | 298 | 328 | 208 | 120^ | 197 | 132^ |
| SAT 10.30A | 30 | CBS | 1 | B | 3.8 | 13 | 337 | 1492 | 135^ | 390 | 290 | 99^ | 388 | 88^ | 48v | 40v | 50^ | 38v | 626 | 408 | 218 | 298 | 328 | 208 | 120^ | 197 | 132^ |
| 194 | 94 | CA | 13 | C | 4.1 | 15 | 364 | 1528 | 90 | 323 | 257 | 62^ | 230 | 142 | 72^ | 69^ | 91 | 51^ | 833 | 479 | 354 | 386 | 447 | 259 | 188 | 265 | 182 |
| MUPPET BABIES I | | | | A | 2.6 | 16 | 230 | 1225 | 66v | 296 | 190^ | 46v | 279 | 13v | 10v | 3v | 13v | << | 637 | 428 | 209^ | 212^ | 425 | 281 | 145^ | 233^ | 192^ |
| SAT 8.30A | 30 | CBS | 1 | B | 2.6 | 16 | 230 | 1225 | 66v | 296 | 190^ | 46v | 279 | 13v | 10v | 3v | 13v | << | 637 | 428 | 209^ | 212^ | 425 | 281 | 145^ | 233^ | 192^ |
| 206 | 98 | CA | 16 | C | 3.4 | 18 | 304 | 1395 | 45^ | 257 | 189 | 31^ | 188 | 91 | 53^ | 39^ | 67^ | 24^ | 859 | 455 | 404 | 311 | 548 | 294 | 254 | 324 | 224 |
| MUPPET BABIES II | | | | A | 3.3 | 17 | 292 | 1303 | 72^ | 296 | 203^ | 36v | 224 | 12v | << | 11v | 3v | 9v | 770 | 531 | 239 | 277 | 493 | 315 | 178^ | 314 | 179^ |
| SAT 9.00A | 30 | CBS | 1 | B | 3.3 | 17 | 292 | 1303 | 72^ | 296 | 203^ | 36v | 224 | 12v | << | 11v | 3v | 9v | 770 | 531 | 239 | 277 | 493 | 315 | 178^ | 314 | 179^ |
| 204 | 98 | CA | 16 | C | 4.3 | 19 | 384 | 1459 | 46^ | 258 | 197 | 37^ | 178 | 100 | 55^ | 45^ | 74 | 26^ | 924 | 483 | 440 | 356 | 568 | 296 | 271 | 327 | 240 |
| MUPPET BABIES III | | | | A | 4.1 | 18 | 363 | 1422 | 100^ | 340 | 264 | 36v | 253 | 26v | 2v | 23v | 9v | 16v | 804 | 591 | 213 | 356 | 447 | 307 | 140^ | 291 | 156^ |
| SAT 9.30A | 30 | CBS | 1 | B | 4.1 | 18 | 363 | 1422 | 100^ | 340 | 264 | 36v | 253 | 26v | 2v | 23v | 9v | 16v | 804 | 591 | 213 | 356 | 447 | 307 | 140^ | 291 | 156^ |
| 204 | 97 | CA | 16 | C | 4.7 | 19 | 420 | 1502 | 60^ | 267 | 214 | 39^ | 188 | 112 | 57^ | 55^ | 79 | 33^ | 936 | 515 | 421 | 383 | 552 | 301 | 251 | 324 | 228 |
| MY PET MONSTER | | | | A | 2.0 | 10 | 177 | 1550 | 69v | 358^ | 255^ | 86v | 345^ | 56v | 27v | 28v | << | 56v | 792 | 463 | 328^ | 346^ | 445 | 305^ | 141^ | 243^ | 202^ |
| SAT 9.00A | 30 | ABC | 1 | B | 2.0 | 10 | 177 | 1550 | 69v | 358^ | 255^ | 86v | 345^ | 56v | 27v | 28v | << | 56v | 792 | 463 | 328^ | 346^ | 445 | 305^ | 141^ | 243^ | 202^ |
| 201 | 97 | CA | 15 | C | 3.2 | 14 | 285 | 1491 | 71^ | 280 | 238 | 67^ | 198 | 178 | 95 | 83^ | 119 | 59^ | 835 | 421 | 414 | 313 | 522 | 288 | 234 | 260 | 262 |
| NEW ARCHIES | | | | A | 3.6 | 12 | 319 | 1679 | 87^ | 474 | 388 | 106^ | 270 | 172^ | 77^ | 95^ | 103^ | 70^ | 763 | 435 | 328 | 338 | 425 | 277 | 149^ | 161^ | 264 |
| SAT 11.30A | 30 | NBC | 1 | B | 3.6 | 12 | 319 | 1679 | 87^ | 474 | 388 | 106^ | 270 | 172^ | 77^ | 95^ | 103^ | 70^ | 763 | 435 | 328 | 338 | 425 | 277 | 149^ | 161^ | 264 |
| 158 | 76 | CA | 16 | C | 4.4 | 16 | 393 | 1511 | 170 | 354 | 299 | 103 | 212 | 268 | 112 | 156 | 153 | 115 | 676 | 339 | 337 | 291 | 384 | 204 | 180 | 186 | 198 |
| PEE WEE'S PLAYHOUSE | | | | A | 5.2 | 20 | 461 | 1506 | 103^ | 414 | 329 | 53^ | 309 | 57^ | 16v | 41^ | 31v | 26v | 726 | 475 | 251 | 372 | 354 | 213 | 141 | 252 | 102^ |
| SAT 10.00A | 30 | CBS | 1 | B | 5.2 | 20 | 461 | 1506 | 103^ | 414 | 329 | 53^ | 309 | 57^ | 16v | 41^ | 31v | 26v | 726 | 475 | 251 | 372 | 354 | 213 | 141 | 252 | 102^ |
| 208 | 99 | CL | 16 | C | 5.9 | 22 | 526 | 1553 | 91 | 302 | 248 | 54 | 227 | 138 | 52 | 86 | 88 | 50^ | 885 | 477 | 409 | 391 | 495 | 258 | 237 | 298 | 197 |
| POPEYE & SON | | | | A | 4.0 | 13 | 354 | 1441 | 148^ | 336 | 271 | 93^ | 307 | 168^ | 78^ | 91^ | 102^ | 66^ | 630 | 400 | 231 | 273 | 357 | 216 | 141^ | 167^ | 190 |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# PROGRAM AUDIENCE ESTIMATES (Alpha)

DEC.28, 1987–JAN.3, 1988

| PROGRAM NAME / DAY | TIME / #STNS | DUR / CVG% | NET / TYPE | NO. OF T/C | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SH % | AVG. AUD. 0,000 | TOT. PERS. (2+) | WOMEN 15-24 | WOMEN TOTAL | WOMEN 18-49 | MEN 15-24 | MEN TOTAL | TEENS TOTAL 12-17 | TEENS MALE 12-17 | TEENS FEM. 12-17 | TEENS TOT. 12-14 | TEENS TOT. 15-17 | CHILDREN TOTAL 2-11 | CHILDREN MALE 2-11 | CHILDREN FEM. 2-11 | CHILDREN TOT. 2-5 | CHILDREN TOT. 6-11 | CHILDREN MALE 6-11 | CHILDREN FEM. 6-11 | CHILDREN TOT. 6-8 | CHILDREN TOT. 9-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME CHILDREN CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| POPEYE & SON-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SAT | 11.00A | 30 | CBS | 1 | B | 4.0 | 13 | 354 | 1441 | 148^ | 336 | 271 | 93^ | 307 | 168^ | 78^ | 91^ | 102^ | 66^ | 630 | 400 | 231 | 273 | 357 | 216 | 141^ | 167^ | 190 |
| | 191 | 92 | CA | 13 | C | 3.9 | 14 | 348 | 1567 | 114 | 347 | 276 | 80 | 243 | 202 | 96 | 106 | 122 | 80 | 774 | 455 | 319 | 346 | 428 | 250 | 179 | 235 | 194 |
| REAL GHOSTBUSTERS | | | | | A | 4.7 | 16 | 416 | 1445 | 103^ | 347 | 250 | 104^ | 241 | 152^ | 86^ | 65^ | 88^ | 64^ | 705 | 513 | 191 | 281 | 424 | 323 | 100^ | 209 | 215 |
| SAT | 10.30A | 30 | ABC | 1 | B | 4.7 | 16 | 416 | 1445 | 103^ | 347 | 250 | 104^ | 241 | 152^ | 86^ | 65^ | 88^ | 64^ | 705 | 513 | 191 | 281 | 424 | 323 | 100^ | 209 | 215 |
| | 210 | 98 | CA | 12 | C | 4.7 | 17 | 412 | 1536 | 115 | 352 | 295 | 119 | 258 | 250 | 135 | 116 | 158 | 93 | 676 | 398 | 278 | 277 | 399 | 247 | 152 | 197 | 202 |
| SMURFS I | | | | | A | 3.2 | 21 | 284 | 1424 | 33v | 414 | 315 | 59^ | 323 | 144^ | 69^ | 75^ | 121^ | 23v | 543 | 308 | 235 | 249 | 294 | 192^ | 102^ | 163^ | 131^ |
| SAT | 8.30A | 30 | NBC | 1 | B | 3.2 | 21 | 284 | 1424 | 33v | 414 | 315 | 59^ | 323 | 144^ | 69^ | 75^ | 121^ | 23v | 543 | 308 | 235 | 249 | 294 | 192^ | 102^ | 163^ | 131^ |
| | 206 | 99 | CA | 17 | C | 4.1 | 22 | 365 | 1409 | 76 | 328 | 276 | 52^ | 212 | 166 | 88 | 78 | 113 | 53^ | 703 | 373 | 330 | 296 | 408 | 225 | 182 | 213 | 194 |
| SMURFS II | | | | | A | 4.6 | 24 | 408 | 1334 | 65^ | 430 | 318 | 60^ | 258 | 150^ | 66^ | 84^ | 121^ | 29v | 497 | 306 | 191 | 212 | 285 | 195 | 90^ | 132^ | 153^ |
| SAT | 9.00A | 30 | NBC | 1 | B | 4.6 | 24 | 408 | 1334 | 65^ | 430 | 318 | 60^ | 258 | 150^ | 66^ | 84^ | 121^ | 29v | 497 | 306 | 191 | 212 | 285 | 195 | 90^ | 132^ | 153^ |
| | 206 | 99 | CA | 17 | C | 5.3 | 24 | 471 | 1416 | 98 | 343 | 288 | 69 | 231 | 178 | 86 | 91 | 120 | 58 | 664 | 361 | 303 | 288 | 375 | 214 | 161 | 201 | 174 |
| SMURFS III | | | | | A | 5.0 | 22 | 443 | 1378 | 96^ | 400 | 327 | 73^ | 261 | 153 | 51^ | 102^ | 102^ | 51^ | 564 | 322 | 241 | 231 | 333 | 211 | 122^ | 168 | 165 |
| SAT | 9.30A | 30 | NBC | 1 | B | 5.0 | 22 | 443 | 1378 | 96^ | 400 | 327 | 73^ | 261 | 153 | 51^ | 102^ | 102^ | 51^ | 564 | 322 | 241 | 231 | 333 | 211 | 122^ | 168 | 165 |
| | 206 | 99 | CA | 17 | C | 5.9 | 23 | 526 | 1442 | 116 | 358 | 308 | 79 | 235 | 186 | 91 | 95 | 120 | 66 | 663 | 350 | 313 | 286 | 377 | 206 | 171 | 201 | 176 |
| TEEN WOLF | | | | | A | 3.6 | 11 | 319 | 1669 | 252 | 475 | 403 | 93^ | 298 | 241 | 117^ | 124^ | 132^ | 108^ | 655 | 396 | 259 | 322 | 334 | 190^ | 143^ | 139^ | 194^ |
| SAT | 12.00N | 30 | CBS | 1 | B | 3.6 | 11 | 319 | 1669 | 252 | 475 | 403 | 93^ | 298 | 241 | 117^ | 124^ | 132^ | 108^ | 655 | 396 | 259 | 322 | 334 | 190^ | 143^ | 139^ | 194^ |
| | 160 | 72 | CA | 1 | C | 3.6 | 11 | 319 | 1669 | 252 | 475 | 403 | 93^ | 298 | 241 | 117^ | 124^ | 132^ | 108^ | 655 | 396 | 259 | 322 | 334 | 190^ | 143^ | 139^ | 194^ |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# PROGRAM AUDIENCE ESTIMATES (Alpha)

DEC.28, 1987–JAN.3, 1988

| PROGRAM NAME / DAY TIME #STNS DUR CVG% NET TYPE NO. OF T/C | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SH % | AVG. AUD. 0,000 | TOT. PERS (2+) | WORK-ING WOM. 18+ | WOMEN TOTAL | WOMEN 18-49 | WOMEN 21+ | WOMEN 25-54 | MEN TOTAL | MEN 18-24 | MEN 18-34 | MEN 18-49 | MEN 21+ | MEN 21-49 | MEN 21-54 | MEN 25-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS TOT. 12-17 | TEENS MALE 12-17 | CHD TOT. 2-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME SPORTS | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC WIDE WORLD-SPORTS SAT | A | 8.0 | 19 | 709 | 1699 | 204 | 598 | 309 | 583 | 279 | 700 | 116 | 286 | 440 | 646 | 386 | 449 | 324 | 387 | 295 | 196 | 160 | 93 | 242 |
| SAT 4.30P 90 ABC 1 | B | 8.0 | 19 | 709 | 1699 | 204 | 598 | 309 | 583 | 279 | 700 | 116 | 286 | 440 | 646 | 386 | 449 | 324 | 387 | 295 | 196 | 160 | 93 | 242 |
| 212 99 SA 1 | C | 8.0 | 19 | 709 | 1699 | 204 | 598 | 309 | 583 | 279 | 700 | 116 | 286 | 440 | 646 | 386 | 449 | 324 | 387 | 295 | 196 | 160 | 93 | 242 |
| 4.30 - 5.00 | A | 7.5 | 19 | 665 | 1620 | 210 | 599 | 322 | 578 | 275 | 672 | 103 | 257 | 416 | 628 | 372 | 431 | 313 | 373 | 282 | 196 | 140 | 80^ | 209 |
| 5.00 - 5.30 | A | 8.3 | 20 | 735 | 1755 | 215 | 598 | 311 | 584 | 292 | 714 | 115 | 290 | 464 | 664 | 413 | 475 | 349 | 410 | 314 | 190 | 180 | 102 | 263 |
| 5.30 - 6.00 | A | 8.1 | 18 | 718 | 1735 | 190 | 604 | 298 | 593 | 272 | 719 | 132 | 311 | 443 | 652 | 376 | 446 | 311 | 381 | 292 | 206 | 159 | 96 | 254 |
| CBS NCAA BASKETBALL-SAT | A | 2.9 | 8 | 257 | 1207 | 191^ | 417 | 312 | 384 | 253 | 598 | 80^ | 318 | 473 | 554 | 429 | 443 | 393 | 407 | 220^ | 111^ | 64v | 25v | 128^ |
| SAT 2.30P 120 CBS 1 | B | 2.9 | 8 | 257 | 1207 | 191^ | 417 | 312 | 384 | 253 | 598 | 80^ | 318 | 473 | 554 | 429 | 443 | 393 | 407 | 220^ | 111^ | 64v | 25v | 128^ |
| 201 96 SE 3 | C | 3.8 | 11 | 340 | 1380 | 137 | 374 | 202 | 362 | 192 | 726 | 78^ | 270 | 465 | 688 | 428 | 475 | 387 | 435 | 333 | 213 | 132 | 81^ | 148 |
| FLORIDA VS PITTSBURGH | | | | | | | | | | | | | | | | | | | | | | | | |
| 2.30 - 3.00 | A | 2.5 | 7 | 222 | 1143 | 169^ | 421 | 337 | 364 | 248^ | 539 | 92^ | 241^ | 433 | 498 | 393 | 396 | 341 | 345 | 251^ | 102^ | 34v | 22v | 149^ |
| 3.00 - 3.30 | A | 2.9 | 8 | 257 | 1283 | 226^ | 456 | 356 | 403 | 287 | 651 | 105^ | 356 | 526 | 586 | 460 | 476 | 421 | 436 | 233^ | 110^ | 46v | 21v | 131^ |
| 3.30 - 4.00 | A | 3.0 | 8 | 266 | 1221 | 210^ | 397 | 299 | 375 | 248 | 636 | 81^ | 367 | 512 | 594 | 469 | 470 | 431 | 432 | 208^ | 124^ | 68^ | 14v | 120^ |
| 4.00 - 4.30 | A | 3.1 | 8 | 275 | 1211 | 165^ | 410 | 272 | 405 | 239 | 577 | 49v | 308 | 432 | 548 | 404 | 439 | 383 | 419 | 203^ | 109^ | 102^ | 41v | 122^ |
| CBS NFL WILD CARD PRE(S) | A | 8.8 | 25 | 780 | 1499 | 174 | 455 | 237 | 445 | 231 | 875 | 79^ | 329 | 568 | 829 | 523 | 601 | 489 | 568 | 416 | 228 | 44^ | 32^ | 125 |
| SUN 12.00N 30 CBS | | | | | | | | | | | | | | | | | | | | | | | | |
| 203 99 SC | | | | | | | | | | | | | | | | | | | | | | | | |
| CBS NFL WILD CARD GAME(S) | A | 21.8 | 49 | 1931 | 1586 | 187 | 453 | 260 | 433 | 230 | 930 | 98 | 337 | 603 | 894 | 567 | 643 | 505 | 581 | 461 | 251 | 82 | 65 | 121 |
| SUN 12.30P 196 CBS | | | | | | | | | | | | | | | | | | | | | | | | |
| 211 99 SE | | | | | | | | | | | | | | | | | | | | | | | | |
| MINNESOTA VS NEW ORLEANS | | | | | | | | | | | | | | | | | | | | | | | | |
| 12.30 - 1.00 | A | 16.0 | 41 | 1418 | 1543 | 181 | 448 | 239 | 433 | 227 | 896 | 84 | 300 | 580 | 856 | 541 | 614 | 497 | 570 | 474 | 243 | 74 | 60 | 124 |
| 1.00 - 1.30 | A | 21.3 | 49 | 1887 | 1550 | 186 | 425 | 239 | 407 | 218 | 915 | 89 | 319 | 591 | 876 | 552 | 625 | 502 | 576 | 473 | 251 | 83 | 74 | 128 |
| 1.30 - 2.00 | A | 23.4 | 52 | 2073 | 1540 | 184 | 424 | 243 | 406 | 215 | 928 | 106 | 342 | 613 | 893 | 578 | 649 | 506 | 578 | 463 | 244 | 75 | 64 | 113 |
| 2.00 - 2.30 | A | 23.6 | 52 | 2091 | 1555 | 179 | 441 | 256 | 420 | 222 | 922 | 104 | 348 | 601 | 885 | 564 | 642 | 498 | 575 | 445 | 243 | 70 | 56 | 122 |
| 2.30 - 3.00 | A | 23.9 | 52 | 2118 | 1620 | 195 | 472 | 275 | 449 | 239 | 944 | 99 | 350 | 606 | 910 | 572 | 653 | 507 | 588 | 453 | 258 | 79 | 58 | 125 |
| 3.00 - 3.30 | A | 23.4 | 50 | 2073 | 1633 | 190 | 478 | 281 | 455 | 241 | 944 | 99 | 347 | 610 | 910 | 577 | 650 | 512 | 585 | 452 | 260 | 91 | 67 | 121 |
| 3.30 - 4.00 | A | 20.6 | 44 | 1825 | 1685 | 201 | 504 | 300 | 478 | 268 | 951 | 97 | 339 | 609 | 923 | 581 | 668 | 512 | 598 | 473 | 255 | 116 | 84 | 114 |
| CBS NFL WILD CARD POST(S) | A | 13.4 | 29 | 1187 | 1681 | 233 | 563 | 313 | 527 | 281 | 908 | 99 | 312 | 566 | 878 | 536 | 618 | 467 | 549 | 457 | 260 | 131 | 85 | 79 |
| SUN 3.46P 15 CBS | | | | | | | | | | | | | | | | | | | | | | | | |
| 211 99 SC | | | | | | | | | | | | | | | | | | | | | | | | |
| 3.30 - 4.00 | A | 13.5 | 29 | 1196 | 1692 | 232 | 565 | 315 | 529 | 283 | 914 | 99 | 313 | 569 | 884 | 539 | 621 | 470 | 552 | 461 | 262 | 134 | 87 | 79 |
| 4.00 - 4.30 | A | 10.9 | 23 | 966 | 1653 | 258 | 588 | 312 | 555 | 278 | 900 | 101 | 331 | 563 | 874 | 536 | 630 | 461 | 555 | 421 | 244 | 87 | 55^ | 77 |
| CBS SPORTS SATURDAY | A | 4.6 | 11 | 408 | 1440 | 165 | 522 | 280 | 492 | 259 | 753 | 90^ | 263 | 473 | 710 | 430 | 468 | 383 | 422 | 368 | 242 | 64^ | 39v | 101^ |
| SAT 4.30P 90 CBS 1 | B | 4.6 | 11 | 408 | 1440 | 165 | 522 | 280 | 492 | 259 | 753 | 90^ | 263 | 473 | 710 | 430 | 468 | 383 | 422 | 368 | 242 | 64^ | 39v | 101^ |
| 201 97 SA 1 | C | 4.6 | 11 | 408 | 1440 | 165 | 522 | 280 | 492 | 259 | 753 | 90^ | 263 | 473 | 710 | 430 | 468 | 383 | 422 | 368 | 242 | 64^ | 39v | 101^ |
| BOXING | | | | | | | | | | | | | | | | | | | | | | | | |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

| PROGRAM NAME / DAY TIME DUR NET #STNS CVG% TYPE | NO. OF T/C | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SH % | AVG. AUD. 0,000 | TOT. PERS (2+) | WORKING WOM. 18+ | WOMEN TOTAL | WOMEN 18-49 | WOMEN 21+ | WOMEN 25-54 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME SPORTS CONT'D | | | | | | | | | | | |
| CBS SPORTS SATURDAY-CONT'D | | | | | | | | | | | |
| 4.30 - 5.00 | | A | 3.6 | 9 | 319 | 1353 | 176^ | 488 | 274 | 481 | 278 |
| 5.00 - 5.30 | | A | 4.8 | 12 | 425 | 1460 | 168 | 519 | 285 | 482 | 267 |
| 5.30 - 6.00 | | A | 5.3 | 12 | 470 | 1509 | 158 | 557 | 284 | 519 | 244 |
| HALL OF FAME GAME(S) | | A | 9.3 | 26 | 824 | 1416 | 130 | 418 | 169 | 407 | 173 |
| SAT 1.00P 212 NBC | | | | | | | | | | | |
| 202 99 SE | | | | | | | | | | | |
| MICHIGAN VS ALABAMA | | | | | | | | | | | |
| 1.00 - 1.30 | | A | 6.5 | 20 | 576 | 1431 | 112 | 359 | 176 | 342 | 178 |
| 1.30 - 2.00 | | A | 8.2 | 24 | 727 | 1406 | 129 | 381 | 173 | 365 | 159 |
| 2.00 - 2.30 | | A | 9.7 | 27 | 859 | 1370 | 124 | 378 | 157 | 366 | 158 |
| 2.30 - 3.00 | | A | 8.8 | 25 | 780 | 1369 | 110 | 436 | 160 | 426 | 167 |
| 3.00 - 3.30 | | A | 9.8 | 27 | 868 | 1436 | 123 | 441 | 152 | 434 | 159 |
| 3.30 - 4.00 | | A | 10.1 | 27 | 895 | 1412 | 143 | 437 | 170 | 431 | 185 |
| 4.00 - 4.30 | | A | 12.1 | 31 | 1072 | 1452 | 155 | 452 | 187 | 442 | 197 |
| 4.30 - 5.00 | | A | 10.3 | 26 | 913 | 1401 | 163 | 420 | 172 | 408 | 189 |
| NBC COLLEGE BSKBL SAT | | A | 6.2 | 15 | 549 | 1561 | 180 | 497 | 241 | 481 | 234 |
| SAT 4.32P 103 NBC | 1 | B | 6.2 | 15 | 549 | 1561 | 180 | 497 | 241 | 481 | 234 |
| 196 95 SE | 2 | C | 4.5 | 13 | 397 | 1458 | 183 | 460 | 226 | 449 | 225 |
| NORTH CAROLINA VS UCLA | | | | | | | | | | | |
| 4.30 - 5.00 | | A | 6.6 | 17 | 585 | 1461 | 156 | 434 | 187 | 414 | 181 |
| 5.00 - 5.30 | | A | 5.7 | 14 | 505 | 1526 | 160 | 450 | 206 | 438 | 211 |
| 5.30 - 6.00 | | A | 6.1 | 14 | 540 | 1631 | 192 | 547 | 284 | 530 | 268 |
| 6.00 - 6.30 | | A | 6.9 | 15 | 611 | 1618 | 225 | 582 | 312 | 566 | 298 |
| NFL LIVE-SUN.(S) | | A | 7.6 | 16 | 673 | 1579 | 201 | 454 | 293 | 438 | 261 |
| SUN 3.30P 30 NBC | | | | | | | | | | | |
| 203 99 SC | | | | | | | | | | | |
| NFL PLAYOFF GAME-SUN.(S) | | A | 24.6 | 44 | 2180 | 1645 | 213 | 488 | 293 | 474 | 272 |
| SUN 4.00P 217 NBC | | | | | | | | | | | |
| 209 99 SE | | | | | | | | | | | |
| SEATTLE VS HOUSTON | | | | | | | | | | | |
| 4.00 - 4.30 | | A | 19.5 | 42 | 1728 | 1667 | 194 | 474 | 282 | 457 | 254 |
| 4.30 - 5.00 | | A | 22.0 | 45 | 1949 | 1651 | 201 | 471 | 291 | 454 | 269 |
| 5.00 - 5.30 | | A | 24.3 | 48 | 2153 | 1606 | 196 | 464 | 282 | 449 | 263 |
| 5.30 - 6.00 | | A | 24.2 | 45 | 2144 | 1599 | 210 | 464 | 281 | 456 | 265 |
| 6.00 - 6.30 | | A | 25.5 | 44 | 2259 | 1620 | 212 | 477 | 299 | 464 | 273 |
| 6.30 - 7.00 | | A | 27.7 | 45 | 2454 | 1629 | 219 | 497 | 298 | 484 | 278 |
| CONT'D | | | | | | | | | | | |

| PROGRAM NAME | MEN TOTAL | MEN 18-24 | MEN 18-34 | MEN 18-49 | MEN 21+ | MEN 21-49 | MEN 21-54 | MEN 25-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS TOT. 12-17 | TEENS MALE 12-17 | CHD TOT. 2-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CBS SPORTS SATURDAY 4.30 - 5.00 | 667 | 56^ | 275 | 441 | 633 | 407 | 461 | 385 | 438 | 314 | 172^ | 106^ | 55^ | 92^ |
| 5.00 - 5.30 | 765 | 91^ | 273 | 484 | 729 | 449 | 486 | 392 | 430 | 366 | 243 | 66^ | 45^ | 111^ |
| 5.30 - 6.00 | 817 | 112^ | 252 | 494 | 758 | 436 | 466 | 382 | 412 | 413 | 292 | 35^ | 24v | 100^ |
| HALL OF FAME GAME(S) | 803 | 113 | 290 | 494 | 746 | 437 | 500 | 381 | 445 | 402 | 245 | 72^ | 55^ | 123 |
| 1.00 - 1.30 | 769 | 130 | 299 | 460 | 723 | 414 | 510 | 330 | 425 | 372 | 213 | 107^ | 84^ | 196 |
| 1.30 - 2.00 | 766 | 122 | 292 | 485 | 710 | 430 | 503 | 363 | 437 | 364 | 207 | 98 | 76^ | 161 |
| 2.00 - 2.30 | 793 | 132 | 308 | 513 | 716 | 435 | 493 | 381 | 438 | 371 | 223 | 72^ | 58^ | 127 |
| 2.30 - 3.00 | 770 | 112 | 284 | 479 | 702 | 411 | 469 | 367 | 424 | 383 | 233 | 57^ | 33^ | 106 |
| 3.00 - 3.30 | 830 | 98 | 269 | 498 | 779 | 447 | 511 | 400 | 465 | 452 | 267 | 56^ | 39^ | 109 |
| 3.30 - 4.00 | 830 | 107 | 295 | 506 | 781 | 457 | 513 | 399 | 455 | 419 | 268 | 49^ | 39^ | 97 |
| 4.00 - 4.30 | 822 | 98 | 282 | 493 | 771 | 441 | 496 | 394 | 448 | 421 | 275 | 76 | 62 | 103 |
| 4.30 - 5.00 | 820 | 116 | 312 | 525 | 764 | 469 | 509 | 409 | 449 | 397 | 255 | 70 | 56^ | 91 |
| NBC COLLEGE BSKBL SAT (A) | 873 | 135 | 375 | 583 | 783 | 493 | 548 | 448 | 503 | 338 | 235 | 84^ | 50^ | 107^ |
| (B) | 873 | 135 | 375 | 583 | 783 | 493 | 548 | 448 | 503 | 338 | 235 | 84^ | 50^ | 107^ |
| (C) | 784 | 97^ | 286 | 469 | 728 | 413 | 470 | 372 | 429 | 325 | 258 | 88^ | 58^ | 126 |
| 4.30 - 5.00 | 859 | 144 | 365 | 590 | 770 | 501 | 538 | 446 | 483 | 356 | 233 | 52^ | 38^ | 116 |
| 5.00 - 5.30 | 881 | 137 | 393 | 594 | 785 | 498 | 550 | 458 | 510 | 324 | 234 | 92^ | 62^ | 103^ |
| 5.30 - 6.00 | 886 | 134 | 383 | 586 | 798 | 498 | 571 | 452 | 525 | 328 | 227 | 90^ | 43^ | 108^ |
| 6.00 - 6.30 | 830 | 113 | 334 | 525 | 750 | 446 | 504 | 412 | 471 | 332 | 246 | 113 | 62^ | 92^ |
| NFL LIVE-SUN.(S) | 912 | 94^ | 377 | 650 | 873 | 610 | 676 | 556 | 621 | 440 | 197 | 91^ | 68^ | 121 |
| NFL PLAYOFF GAME-SUN.(S) | 942 | 110 | 338 | 614 | 901 | 574 | 649 | 504 | 580 | 471 | 252 | 93 | 70 | 122 |
| 4.00 - 4.30 | 952 | 101 | 348 | 614 | 915 | 577 | 663 | 513 | 599 | 479 | 251 | 109 | 83 | 133 |
| 4.30 - 5.00 | 970 | 116 | 346 | 633 | 922 | 586 | 665 | 517 | 596 | 493 | 258 | 90 | 65 | 120 |
| 5.00 - 5.30 | 955 | 116 | 349 | 619 | 913 | 577 | 652 | 503 | 578 | 467 | 260 | 84 | 61 | 104 |
| 5.30 - 6.00 | 952 | 114 | 350 | 615 | 911 | 574 | 649 | 501 | 576 | 457 | 262 | 78 | 58 | 105 |
| 6.00 - 6.30 | 937 | 104 | 335 | 623 | 899 | 585 | 658 | 519 | 591 | 469 | 241 | 79 | 60 | 127 |
| 6.30 - 7.00 | 924 | 102 | 328 | 609 | 886 | 572 | 644 | 507 | 579 | 469 | 243 | 86 | 65 | 123 |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

| PROGRAM NAME / DAY | TIME / #STNS | DUR / CVG% | NET / TYPE | NO. OF T/C | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SH % | AVG. AUD. 0,000 | TOT. PERS (2+) | WORKING WOM. 18+ | WOMEN TOTAL | WOMEN 18-49 | WOMEN 21+ | WOMEN 25-54 | MEN TOTAL | MEN 18-24 | MEN 18-34 | MEN 18-49 | MEN 21+ | MEN 21-49 | MEN 21-54 | MEN 25-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS TOT. 12-17 | TEENS MALE 12-17 | CHD TOT. 2-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME SPORTS CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NFL PLAYOFF GAME-SUN.(S)-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 7.00 - 7.30 | | | | | A | 29.0 | 44 | 2569 | 1702 | 237 | 538 | 306 | 521 | 284 | 912 | 112 | 319 | 587 | 873 | 548 | 621 | 475 | 548 | 462 | 252 | 116 | 89 | 136 |
| 7.30 - 8.00 | | | | | A | 25.7 | 39 | 2277 | 1732 | 245 | 549 | 314 | 532 | 291 | 919 | 120 | 326 | 604 | 877 | 562 | 635 | 484 | 557 | 467 | 242 | 117 | 92 | 148 |
| PRO BOWLERS TOUR | | | | | A | 3.7 | 10 | 328 | 1502 | 166^ | 690 | 311 | 678 | 282 | 627 | 45v | 164^ | 287 | 614 | 274 | 355 | 242 | 323 | 250 | 259 | 53^ | 37v | 132^ |
| SAT | 3.00P | 90 | ABC | 1 | B | 3.7 | 10 | 328 | 1502 | 166^ | 690 | 311 | 678 | 282 | 627 | 45v | 164^ | 287 | 614 | 274 | 355 | 242 | 323 | 250 | 259 | 53^ | 37v | 132^ |
| | 181 | 89 | SE | 1 | C | 3.7 | 10 | 328 | 1502 | 166^ | 690 | 311 | 678 | 282 | 627 | 45v | 164^ | 287 | 614 | 274 | 355 | 242 | 323 | 250 | 259 | 53^ | 37v | 132^ |
| 3.00 - 3.30 | | | | | A | 3.1 | 9 | 275 | 1532 | 138^ | 700 | 313 | 676 | 250 | 610 | 36v | 143^ | 240 | 608 | 238 | 313 | 204^ | 279 | 214^ | 295 | 83^ | 27v | 138^ |
| 3.30 - 4.00 | | | | | A | 3.7 | 10 | 328 | 1509 | 166^ | 707 | 323 | 706 | 299 | 637 | 19v | 150^ | 290 | 635 | 288 | 369 | 271 | 352 | 272 | 266 | 33v | 32v | 131^ |
| 4.00 - 4.30 | | | | | A | 4.2 | 11 | 372 | 1510 | 190 | 684 | 307 | 669 | 298 | 645 | 75^ | 197 | 327 | 613 | 295 | 381 | 251 | 337 | 264 | 232 | 50^ | 49^ | 131^ |

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

| PROGRAM NAME / DAY / TIME / #STNS | DUR / CVG% | NET / TYPE | NO. OF T/C | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SH % | AVG. AUD. 0,000 | TOT. PERS (2+) | WORKING WOM. 18+ | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 21+ | WOMEN 25-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 21+ | MEN 21-49 | MEN 25-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS TOT. 12-17 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **WEEKEND DAYTIME OTHER** | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| BUSINESS WORLD | | | | A | 1.6 | 5 | 142 | 1292 | 164^ | 612 | 130^ | 307^ | 612 | 272^ | 277^ | 301^ | 300^ | 599 | 106v | 227^ | 596 | 224^ | 224^ | 330^ | 325^ | 266^ | << |
| SUN 12.30P | 30 | ABC | 1 | B | 1.6 | 5 | 142 | 1292 | 164^ | 612 | 130^ | 307^ | 612 | 272^ | 277^ | 301^ | 300^ | 599 | 106v | 227^ | 596 | 224^ | 224^ | 330^ | 325^ | 266^ | << |
| 130 | 74 | N | 13 | C | 1.4 | 4 | 122 | 1297 | 158^ | 574 | 111^ | 235 | 568 | 212^ | 232 | 270 | 320 | 614 | 133^ | 311 | 606 | 303 | 286 | 340 | 326 | 249 | 39v |
| FACE THE NATION | | | | A | 2.8 | 8 | 248 | 1298 | 184^ | 720 | 132^ | 225^ | 699 | 175^ | 202^ | 282 | 468 | 513 | 90^ | 225^ | 492 | 204^ | 203^ | 232^ | 226^ | 260 | << |
| SUN 10.30A | 30 | CBS | 1 | B | 2.8 | 8 | 248 | 1298 | 184^ | 720 | 132^ | 225^ | 699 | 175^ | 202^ | 282 | 468 | 513 | 90^ | 225^ | 492 | 204^ | 203^ | 232^ | 226^ | 260 | << |
| 121 | 82 | CC | 15 | C | 2.6 | 9 | 227 | 1319 | 200 | 662 | 101^ | 218 | 650 | 188 | 230 | 283 | 402 | 570 | 117 | 240 | 559 | 230 | 202 | 237 | 233 | 294 | 30^ |
| HEALTH SHOW | | | | A | 2.6 | 8 | 230 | 1356 | 182^ | 609 | 157^ | 241^ | 606 | 196^ | 266^ | 325 | 298 | 324 | 187^ | 208^ | 281 | 166^ | 166^ | 189^ | 65v | 92^ | 90^ |
| SAT 12.30P | 30 | ABC | 1 | B | 2.6 | 8 | 230 | 1356 | 182^ | 609 | 157^ | 241^ | 606 | 196^ | 266^ | 325 | 298 | 324 | 187^ | 208^ | 281 | 166^ | 166^ | 189^ | 65v | 92^ | 90^ |
| 167 | 85 | N | 8 | C | 1.8 | 6 | 163 | 1333 | 184 | 526 | 164^ | 266 | 509 | 211 | 289 | 274 | 181 | 394 | 170^ | 253 | 377 | 235 | 199 | 242 | 179 | 99^ | 117^ |
| MEET THE PRESS | | | | A | 2.3 | 9 | 204 | 1134 | 213^ | 658 | 181^ | 265^ | 658 | 211^ | 250^ | 257^ | 353 | 394 | 92^ | 177^ | 394 | 177^ | 174^ | 224^ | 200^ | 168^ | 35v |
| SUN 9.30A | 30 | NBC | 1 | B | 2.3 | 9 | 204 | 1134 | 213^ | 658 | 181^ | 265^ | 658 | 211^ | 250^ | 257^ | 353 | 394 | 92^ | 177^ | 394 | 177^ | 174^ | 224^ | 200^ | 168^ | 35v |
| 141 | 88 | CC | 15 | C | 1.8 | 7 | 162 | 1300 | 208 | 672 | 147^ | 239 | 665 | 207 | 264 | 271 | 376 | 505 | 144^ | 243 | 486 | 224 | 209 | 256 | 240 | 215 | 38v |
| SUNDAY MORNING | | | | A | 4.3 | 18 | 381 | 1344 | 213 | 687 | 127^ | 315 | 684 | 299 | 331 | 293 | 340 | 523 | 106^ | 253 | 505 | 235 | 217 | 255 | 295 | 232 | 54^ |
| SUN 9.00A | 90 | CBS | 1 | B | 4.3 | 18 | 381 | 1344 | 213 | 687 | 127^ | 315 | 684 | 299 | 331 | 293 | 340 | 523 | 106^ | 253 | 505 | 235 | 217 | 255 | 295 | 232 | 54^ |
| 178 | 96 | N | 15 | C | 4.1 | 17 | 367 | 1320 | 210 | 657 | 114 | 231 | 652 | 209 | 264 | 289 | 370 | 563 | 112 | 259 | 558 | 254 | 229 | 275 | 291 | 257 | 23^ |
| 9.00 - 9.30 | | | | A | 3.4 | 17 | 301 | 1366 | 200^ | 708 | 120^ | 290 | 708 | 286 | 331 | 284 | 373 | 506 | 104^ | 230 | 490 | 213 | 196^ | 228 | 271 | 244 | 64^ |
| 9.30 - 10.00 | | | | A | 4.3 | 18 | 381 | 1387 | 209 | 710 | 125^ | 321 | 710 | 308 | 336 | 306 | 362 | 549 | 102^ | 256 | 536 | 243 | 229 | 274 | 322 | 248 | 61^ |
| 10.00 - 10.30 | | | | A | 5.1 | 19 | 452 | 1319 | 230 | 667 | 136^ | 332 | 659 | 305 | 332 | 293 | 307 | 523 | 112^ | 270 | 500 | 247 | 225 | 262 | 294 | 216 | 43^ |
| SUNDAY TODAY | | | | A | 1.9 | 12 | 168 | 1130 | 187^ | 586 | 159^ | 280^ | 575 | 217^ | 252^ | 286^ | 271^ | 411 | 157^ | 246^ | 381 | 216^ | 204^ | 237^ | 202^ | 131^ | 25v |
| SUN 8.00A | 90 | NBC | 1 | B | 1.9 | 12 | 168 | 1130 | 187^ | 586 | 159^ | 280^ | 575 | 217^ | 252^ | 286^ | 271^ | 411 | 157^ | 246^ | 381 | 216^ | 204^ | 237^ | 202^ | 131^ | 25v |
| 124 | 89 | N | 16 | C | 1.6 | 9 | 142 | 1264 | 221 | 601 | 158^ | 259 | 591 | 225 | 290 | 280 | 277 | 516 | 159^ | 266 | 509 | 259 | 223 | 287 | 260 | 185^ | 37v |
| 8.00 - 8.30 | | | | A | 1.4 | 12 | 124 | 1227 | 141^ | 604 | 131v | 268^ | 569 | 189^ | 221^ | 297^ | 304^ | 410^ | 146^ | 216^ | 369^ | 175^ | 161^ | 198^ | 216^ | 158^ | 17v |
| 8.30 - 9.00 | | | | A | 1.8 | 12 | 159 | 1150 | 178^ | 558 | 128^ | 249^ | 555 | 209^ | 244^ | 288^ | 274^ | 454 | 177^ | 288^ | 423 | 256^ | 256^ | 290^ | 225^ | 133^ | 34v |
| 9.00 - 9.30 | | | | A | 2.5 | 12 | 222 | 1061 | 219^ | 595 | 197^ | 309 | 594 | 240^ | 275^ | 279^ | 250^ | 380 | 149^ | 233^ | 358 | 211^ | 190^ | 221^ | 177^ | 115^ | 23v |
| THIS WEEK-DAVID BRINKLEY | | | | A | 3.3 | 8 | 292 | 1340 | 125^ | 636 | 72^ | 176^ | 636 | 156^ | 169^ | 254 | 447 | 586 | 155^ | 270 | 563 | 247 | 244 | 293 | 217^ | 267 | 14v |
| SUN 11.30A | 60 | ABC | 1 | B | 3.3 | 8 | 292 | 1340 | 125^ | 636 | 72^ | 176^ | 636 | 156^ | 169^ | 254 | 447 | 586 | 155^ | 270 | 563 | 247 | 244 | 293 | 217^ | 267 | 14v |
| 202 | 99 | N | 13 | C | 3.2 | 10 | 287 | 1347 | 143 | 670 | 81^ | 168 | 659 | 138 | 168 | 265 | 472 | 579 | 117 | 264 | 571 | 255 | 228 | 269 | 253 | 275 | 39^ |
| 11.30 - 12.00 | | | | A | 3.2 | 8 | 284 | 1313 | 138^ | 647 | 72^ | 174^ | 647 | 155^ | 177^ | 256 | 452 | 551 | 155^ | 261 | 524 | 234 | 230 | 277 | 199^ | 242 | 8v |
| 12.00 - 12.30 | | | | A | 3.3 | 8 | 292 | 1406 | 115^ | 645 | 74^ | 183^ | 645 | 161^ | 168^ | 259 | 455 | 637 | 160^ | 286 | 618 | 266 | 265 | 317 | 241 | 300 | 20v |

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

| PROGRAM NAME / DAY TIME DUR NET NO. OF T/C / #STNS CVG% TYPE | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SH % | AVG. AUD. 0,000 | TOTAL PERS (2+) | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | LOH 18-49 W/CH <3 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS TOT. 12-17 | TEENS FEM. 12-17 | CHILDREN TOT. 2-11 | CHILDREN TOT. 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HOLIDAY DAYTIME SPECIALS | | | | | | | | | | | | | | | | | | | | | | | | |
| COTTON BOWL PARADE(S) | A | 9.7 | 26 | 859 | 1665 | 239 | 130 | 47^ | 806 | 119 | 271 | 337 | 371 | 444 | 546 | 85 | 212 | 236 | 280 | 292 | 106 | 60^ | 207 | 122 |
| FRI 10.00A 90 CBS | | | | | | | | | | | | | | | | | | | | | | | | |
| 205 99 AC | | | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | A | 8.5 | 25 | 753 | 1574 | 200 | 90 | 42^ | 773 | 120 | 244 | 304 | 337 | 441 | 496 | 70^ | 180 | 198 | 256 | 286 | 99 | 56^ | 205 | 124 |
| 10.30 - 11.00 | A | 10.8 | 29 | 957 | 1651 | 243 | 138 | 44^ | 800 | 112 | 257 | 326 | 363 | 450 | 533 | 77 | 203 | 225 | 275 | 293 | 115 | 70 | 203 | 121 |
| 11.00 - 11.30 | A | 9.9 | 24 | 877 | 1743 | 266 | 152 | 54^ | 835 | 125 | 306 | 374 | 404 | 436 | 596 | 106 | 248 | 278 | 303 | 293 | 100 | 52^ | 212 | 119 |
| COTTON BOWL GAME(S) | A | 10.0 | 22 | 886 | 1770 | 258 | 178 | 16v | 657 | 160 | 317 | 325 | 308 | 282 | 888 | 225 | 480 | 492 | 479 | 331 | 112 | 47^ | 113 | 59^ |
| FRI 1.30P 214 CBS | | | | | | | | | | | | | | | | | | | | | | | | |
| 209 99 SE | | | | | | | | | | | | | | | | | | | | | | | | |
| TEXAS A&M VS NOTRE DAME | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.30 - 2.00 | A | 10.2 | 22 | 904 | 1765 | 296 | 199 | 16v | 728 | 142 | 342 | 363 | 357 | 330 | 787 | 210 | 436 | 448 | 405 | 281 | 116 | 58^ | 134 | 74 |
| 2.00 - 2.30 | A | 10.7 | 23 | 948 | 1774 | 280 | 194 | 12v | 645 | 148 | 324 | 339 | 305 | 272 | 885 | 218 | 514 | 510 | 484 | 309 | 123 | 46^ | 122 | 70 |
| 2.30 - 3.00 | A | 10.8 | 24 | 957 | 1711 | 258 | 177 | 11v | 616 | 130 | 287 | 306 | 284 | 283 | 896 | 210 | 498 | 520 | 484 | 326 | 102 | 43^ | 97 | 55^ |
| 3.00 - 3.30 | A | 10.4 | 23 | 921 | 1743 | 239 | 168 | 13v | 632 | 136 | 297 | 305 | 300 | 276 | 921 | 230 | 487 | 504 | 491 | 347 | 110 | 51^ | 80 | 37^ |
| 3.30 - 4.00 | A | 10.1 | 22 | 895 | 1837 | 232 | 169 | 22^ | 662 | 175 | 333 | 321 | 307 | 274 | 955 | 232 | 516 | 521 | 529 | 356 | 116 | 52^ | 104 | 48^ |
| 4.00 - 4.30 | A | 9.7 | 21 | 859 | 1780 | 231 | 156 | 17v | 640 | 183 | 307 | 307 | 293 | 268 | 900 | 235 | 473 | 488 | 494 | 349 | 113 | 43^ | 127 | 59^ |
| 4.30 - 5.00 | A | 8.4 | 18 | 744 | 1790 | 268 | 178 | 19v | 674 | 213 | 332 | 331 | 308 | 266 | 884 | 242 | 436 | 457 | 473 | 356 | 99 | 35^ | 133 | 69^ |
| 5.00 - 5.30 | A | 7.4 | 15 | 656 | 1812 | 312 | 224 | 20v | 744 | 209 | 373 | 363 | 360 | 304 | 821 | 252 | 417 | 418 | 421 | 323 | 118 | 56^ | 129 | 78^ |
| FIESTA BOWL(S) | A | 8.7 | 19 | 771 | 1716 | 176 | 133 | 27^ | 574 | 120 | 260 | 251 | 288 | 273 | 907 | 278 | 536 | 496 | 467 | 313 | 113 | 54^ | 122 | 77^ |
| FRI 1.30P 202 NBC | | | | | | | | | | | | | | | | | | | | | | | | |
| 205 99 SE | | | | | | | | | | | | | | | | | | | | | | | | |
| FLORIDA STATE VS NEBRASKA | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.30 - 2.00 | A | 8.2 | 18 | 727 | 1704 | 192 | 128 | 22v | 624 | 101 | 241 | 254 | 320 | 335 | 834 | 215 | 450 | 417 | 444 | 332 | 86^ | 48^ | 160 | 84^ |
| 2.00 - 2.30 | A | 8.0 | 17 | 709 | 1716 | 168 | 115 | 33^ | 565 | 113 | 245 | 245 | 289 | 272 | 893 | 253 | 485 | 454 | 470 | 343 | 94 | 45^ | 164 | 99 |
| 2.30 - 3.00 | A | 8.1 | 18 | 718 | 1752 | 159 | 109 | 32^ | 592 | 122 | 254 | 245 | 292 | 286 | 906 | 303 | 526 | 491 | 448 | 315 | 120 | 56^ | 135 | 87^ |
| 3.00 - 3.30 | A | 7.4 | 16 | 656 | 1706 | 173 | 138 | 18v | 581 | 135 | 277 | 240 | 277 | 264 | 893 | 283 | 525 | 504 | 455 | 311 | 122 | 54^ | 111 | 74^ |
| 3.30 - 4.00 | A | 8.7 | 19 | 771 | 1682 | 158 | 128 | 27^ | 535 | 124 | 260 | 246 | 269 | 238 | 927 | 300 | 575 | 537 | 483 | 287 | 129 | 68^ | 91 | 62^ |
| 4.00 - 4.30 | A | 9.6 | 21 | 851 | 1705 | 193 | 155 | 27^ | 568 | 129 | 285 | 273 | 293 | 251 | 925 | 281 | 578 | 520 | 485 | 298 | 119 | 55^ | 93 | 62^ |
| 4.30 - 5.00 | A | 11.7 | 25 | 1037 | 1745 | 189 | 151 | 26^ | 555 | 117 | 256 | 252 | 274 | 268 | 964 | 306 | 601 | 540 | 476 | 309 | 117 | 55^ | 108 | 73 |
| FLORIDA CITRUS BOWL(S) | A | 8.2 | 17 | 727 | 1746 | 231 | 194 | 35^ | 510 | 145 | 310 | 258 | 270 | 182 | 958 | 350 | 615 | 583 | 482 | 254 | 110 | 42^ | 168 | 107 |
| FRI 12.00N 210 ABC | | | | | | | | | | | | | | | | | | | | | | | | |
| 212 99 SE | | | | | | | | | | | | | | | | | | | | | | | | |
| PENN STATE VS CLEMSON | | | | | | | | | | | | | | | | | | | | | | | | |
| 12.00 - 12.30 | A | 6.2 | 13 | 549 | 1674 | 279 | 232 | 27v | 541 | 182 | 329 | 284 | 260 | 176 | 930 | 348 | 580 | 561 | 436 | 266 | 79^ | 36^ | 125 | 73^ |
| 12.30 - 1.00 | A | 9.0 | 18 | 797 | 1635 | 232 | 196 | 21^ | 440 | 147 | 279 | 231 | 221 | 145 | 975 | 361 | 637 | 602 | 495 | 257 | 74^ | 19v | 146 | 91 |
| 1.00 - 1.30 | A | 11.1 | 22 | 983 | 1706 | 236 | 204 | 24^ | 463 | 135 | 301 | 248 | 245 | 154 | 958 | 326 | 620 | 605 | 511 | 246 | 98 | 33^ | 187 | 120 |
| 1.30 - 2.00 | A | 8.8 | 19 | 780 | 1802 | 239 | 206 | 21v | 527 | 126 | 302 | 254 | 283 | 212 | 945 | 326 | 595 | 567 | 487 | 263 | 118 | 35^ | 212 | 146 |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# PROGRAM AUDIENCE ESTIMATES (Alpha)



| PROGRAM NAME / DAY TIME DUR NET / #STNS CVG% TYPE / NO. OF T/C | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SH % | AVG. AUD. 0,000 | TOTAL PERS (2+) | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | LOH 18-49 W/CH <3 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS TOT. 12-17 | TEENS FEM. 12-17 | CHILDREN TOT. 2-11 | CHILDREN TOT. 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HOLIDAY DAYTIME SPECIALS CONT'D | | | | | | | | | | | | | | | | | | | | | | | | |
| FLORIDA CITRUS BOWL(S)-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | |
| 2.00 - 2.30 | A | 7.9 | 17 | 700 | 1804 | 213 | 177 | 44^ | 550 | 131 | 305 | 257 | 303 | 227 | 954 | 368 | 624 | 573 | 463 | 248 | 129 | 50^ | 171 | 113 |
| 2.30 - 3.00 | A | 7.3 | 16 | 647 | 1818 | 200 | 161 | 56^ | 543 | 153 | 336 | 279 | 297 | 182 | 970 | 381 | 619 | 589 | 469 | 246 | 137 | 63^ | 168 | 101 |
| 3.00 - 3.30 | A | 6.9 | 15 | 611 | 1854 | 226 | 186 | 61^ | 560 | 158 | 346 | 279 | 305 | 193 | 995 | 363 | 639 | 587 | 504 | 260 | 146 | 74^ | 153 | 90^ |
| ROSE BOWL PARADE(S) | A | 12.1 | 27 | 1072 | 1639 | 255 | 185 | 42^ | 800 | 173 | 338 | 325 | 361 | 418 | 592 | 140 | 275 | 253 | 290 | 278 | 76 | 47^ | 170 | 94 |
| FRI 11.00A 136 NBC | | | | | | | | | | | | | | | | | | | | | | | | |
| 205 99 AC | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.00 - 11.30 | A | 9.9 | 25 | 877 | 1580 | 246 | 190 | 42^ | 756 | 153 | 319 | 294 | 336 | 404 | 607 | 156 | 288 | 249 | 291 | 277 | 66^ | 39^ | 151 | 96 |
| 11.30 - 12.00 | A | 13.2 | 30 | 1170 | 1588 | 256 | 186 | 45^ | 767 | 163 | 323 | 315 | 347 | 404 | 593 | 140 | 252 | 246 | 286 | 288 | 58 | 35^ | 170 | 92 |
| 12.00 - 12.30 | A | 13.0 | 28 | 1152 | 1661 | 251 | 180 | 40^ | 820 | 186 | 352 | 335 | 369 | 420 | 582 | 137 | 275 | 254 | 284 | 270 | 82 | 46^ | 177 | 104 |
| 12.30 - 1.00 | A | 12.3 | 25 | 1090 | 1691 | 264 | 189 | 46^ | 835 | 181 | 357 | 349 | 389 | 428 | 583 | 128 | 280 | 258 | 299 | 272 | 91 | 55^ | 182 | 97 |
| 1.00 - 1.30 | A | 11.8 | 24 | 1045 | 1732 | 266 | 180 | 34^ | 847 | 190 | 343 | 334 | 368 | 453 | 623 | 149 | 301 | 268 | 299 | 295 | 93 | 71 | 169 | 72 |
| ROSE BOWL GAME(S) | A | 16.5 | 30 | 1462 | 1925 | 267 | 195 | 39^ | 685 | 169 | 339 | 328 | 328 | 295 | 1028 | 273 | 578 | 571 | 536 | 361 | 87 | 35^ | 125 | 79 |
| FRI 4.52P 218 NBC | | | | | | | | | | | | | | | | | | | | | | | | |
| 209 99 SE | | | | | | | | | | | | | | | | | | | | | | | | |
| MICHIGAN STATE VS USC | | | | | | | | | | | | | | | | | | | | | | | | |

| PROGRAM NAME | KEY | AVG. AUD. % | SH % | AVG. AUD. 0,000 | TOTAL PERS (2+) | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | LOH 18-49 W/CH <3 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS TOT. 12-17 | TEENS FEM. 12-17 | CHILDREN TOT. 2-11 | CHILDREN TOT. 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 4.30 - 5.00 | A | 9.8 | 20 | 868 | 1712 | 211 | 167 | 31^ | 620 | 141 | 275 | 268 | 276 | 308 | 914 | 280 | 561 | 513 | 420 | 323 | 93 | 55^ | 86 | 48^ |
| 5.00 - 5.30 | A | 13.6 | 28 | 1205 | 1863 | 236 | 174 | 27^ | 650 | 149 | 301 | 299 | 304 | 297 | 1010 | 272 | 573 | 564 | 509 | 367 | 79 | 35^ | 123 | 73 |
| 5.30 - 6.00 | A | 14.3 | 29 | 1267 | 1896 | 262 | 188 | 33^ | 665 | 156 | 318 | 312 | 319 | 295 | 1024 | 270 | 562 | 552 | 528 | 381 | 76 | 30^ | 132 | 83 |
| 6.00 - 6.30 | A | 15.2 | 28 | 1347 | 1869 | 261 | 196 | 32^ | 686 | 172 | 334 | 317 | 316 | 301 | 976 | 256 | 529 | 528 | 500 | 364 | 70 | 30^ | 137 | 82 |
| 6.30 - 7.00 | A | 14.5 | 26 | 1285 | 1883 | 282 | 196 | 36^ | 695 | 163 | 332 | 336 | 341 | 305 | 985 | 257 | 537 | 526 | 506 | 367 | 78 | 36^ | 125 | 77 |
| 7.00 - 7.30 | A | 18.0 | 31 | 1595 | 1972 | 294 | 209 | 40^ | 690 | 166 | 351 | 337 | 345 | 291 | 1075 | 291 | 620 | 607 | 569 | 352 | 85 | 37^ | 121 | 79 |
| 7.30 - 8.00 | A | 19.6 | 33 | 1737 | 1991 | 266 | 197 | 48 | 696 | 179 | 356 | 340 | 332 | 293 | 1071 | 286 | 623 | 623 | 575 | 347 | 96 | 40 | 129 | 84 |
| 8.00 - 8.30 | A | 22.1 | 35 | 1958 | 1974 | 268 | 202 | 51 | 708 | 186 | 368 | 349 | 337 | 289 | 1043 | 272 | 582 | 579 | 554 | 363 | 107 | 34 | 115 | 76 |
| SUGAR BOWL(S) | A | 7.9 | 16 | 700 | 1886 | 235 | 184 | 27^ | 610 | 149 | 315 | 294 | 312 | 257 | 1001 | 372 | 642 | 604 | 480 | 265 | 117 | 30^ | 158 | 100 |
| FRI 3.30P 211 ABC | | | | | | | | | | | | | | | | | | | | | | | | |
| 212 99 SE | | | | | | | | | | | | | | | | | | | | | | | | |
| SYRACUSE VS AUBURN | | | | | | | | | | | | | | | | | | | | | | | | |
| 3.30 - 4.00 | A | 6.2 | 13 | 549 | 1751 | 194 | 139 | 45^ | 578 | 134 | 300 | 264 | 312 | 247 | 921 | 314 | 561 | 553 | 453 | 252 | 136 | 61^ | 116^ | 69^ |
| 4.00 - 4.30 | A | 7.1 | 15 | 629 | 1816 | 189 | 140 | 35^ | 593 | 148 | 319 | 301 | 303 | 239 | 989 | 349 | 635 | 600 | 495 | 253 | 109 | 23v | 124 | 73^ |
| 4.30 - 5.00 | A | 7.6 | 16 | 673 | 1840 | 183 | 141 | 26^ | 565 | 120 | 283 | 271 | 283 | 253 | 1014 | 367 | 651 | 604 | 490 | 277 | 122 | 15v | 139 | 79^ |
| 5.00 - 5.30 | A | 7.3 | 15 | 647 | 1939 | 234 | 180 | 22v | 621 | 148 | 297 | 291 | 310 | 282 | 987 | 375 | 622 | 577 | 457 | 276 | 134 | 36^ | 197 | 114 |
| 5.30 - 6.00 | A | 8.4 | 17 | 744 | 1946 | 268 | 222 | 26^ | 633 | 180 | 343 | 300 | 307 | 252 | 1035 | 407 | 686 | 648 | 484 | 251 | 118 | 28^ | 160 | 105 |
| 6.00 - 6.30 | A | 9.3 | 17 | 824 | 1875 | 266 | 211 | 17v | 599 | 148 | 308 | 293 | 308 | 250 | 993 | 390 | 648 | 605 | 468 | 254 | 107 | 27^ | 176 | 121 |
| 6.30 - 7.00 | A | 9.8 | 17 | 868 | 1908 | 267 | 213 | 26^ | 632 | 152 | 332 | 314 | 336 | 259 | 1006 | 370 | 643 | 598 | 490 | 275 | 99 | 28^ | 170 | 116 |
| 7.00 - 7.30 | A | 7.3 | 13 | 647 | 1761 | 274 | 223 | 23v | 672 | 127 | 310 | 306 | 349 | 326 | 821 | 274 | 492 | 479 | 402 | 247 | 117 | 54^ | 151 | 104 |
| TOURNAMENT-ROSES PARADE(S) CONT'D | A | 10.2 | 22 | 904 | 1737 | 304 | 207 | 38^ | 855 | 179 | 365 | 387 | 381 | 412 | 635 | 132 | 294 | 307 | 328 | 285 | 81 | 55^ | 166 | 98 |

A—CURRENT REPORT B—QUARTER AVERAGE C—SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

| PROGRAM NAME / DAY TIME DUR NET NO. OF T/C / #STNS CVG% TYPE | KEY | HH AVG. AUD. % | HH SH % | HH AVG. AUD. 0,000 | TOTAL PERS (2+) | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | LOH 18-49 W/CH <3 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS TOT. 12-17 | TEENS FEM. 12-17 | CHILDREN TOT. 2-11 | CHILDREN TOT. 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HOLIDAY DAYTIME SPECIALS CONT'D | | | | | | | | | | | | | | | | | | | | | | | | |
| TOURNAMENT-ROSES PARADE(-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | |
| FRI 11.30A 120 CBS | | | | | | | | | | | | | | | | | | | | | | | | |
| 209 99 AC | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | A | 8.7 | 20 | 771 | 1725 | 306 | 196 | 53^ | 862 | 156 | 339 | 390 | 395 | 441 | 633 | 117 | 283 | 312 | 348 | 291 | 70^ | 45^ | 160 | 91 |
| 12.00 - 12.30 | A | 10.4 | 23 | 921 | 1728 | 320 | 223 | 52^ | 871 | 191 | 384 | 399 | 396 | 413 | 625 | 136 | 299 | 312 | 330 | 275 | 73 | 55^ | 159 | 89 |
| 12.30 - 1.00 | A | 10.9 | 22 | 966 | 1731 | 306 | 216 | 34^ | 852 | 196 | 375 | 383 | 358 | 401 | 643 | 134 | 295 | 304 | 320 | 294 | 76 | 60^ | 159 | 91 |
| 1.00 - 1.30 | A | 10.6 | 21 | 939 | 1793 | 289 | 195 | 17v | 853 | 173 | 367 | 382 | 383 | 408 | 648 | 141 | 304 | 309 | 325 | 287 | 104 | 59^ | 188 | 123 |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

## EVE.MON. DEC.28, 1987

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HUT | 61.3 | 61.9 | 61.7 | 62.9 | 62.9 | 63.6 | 63.3 | 64.0 | 64.2 | 64.0 | 63.5 | 63.1 | 61.1 | 60.0 | 57.7 | 55.5 |
| **ABC TV** | | | | | ABC NEWS CLOSEUP THE OTHER OLYMPIC GAME (PAE) | | | | ←NFL MONDAY NIGHT FOOTBALL— NEW ENGLAND VS MIAMI (9:00-12:02)(PAE) | | | | | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | | | | 6,200<br>7.0 | 7.1 * | | 6.9 * | 13,020<br>14.7 | 14.8 * | | 16.5 * | | 16.0 * | | 14.5 * |
| SHARE AUDIENCE % | | | | | 11 | 12 * | | 11 * | 25 | 23 * | | 26 * | | 26 * | | 24 * |
| AVG. AUD. BY 1/4 HR % | | | | | 7.9 | 6.3 | 6.7 | 7.1 | 14.0 | 15.7 | 16.7 | 16.4 | 16.2 | 15.8 | 14.3 | 14.6 |
| **CBS TV** | | | | | KATE & ALLIE (R) | | FRANK'S PLACE (R) | | NEWHART (R) | | DESIGNING WOMEN (R)(PAE) | | ←CAGNEY & LACEY (R)→ | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | | | | 12,760<br>14.4 | | 10,450<br>11.8 | | 12,760<br>14.4 | | 12,490<br>14.1 | | 10,630<br>12.0 | 11.7 * | | 12.3 * |
| SHARE AUDIENCE % | | | | | 23 | | 19 | | 22 | | 22 | | 21 | 19 * | | 22 * |
| AVG. AUD. BY 1/4 HR % | | | | | 13.9 | 15.0 | 12.1 | 11.5 | 13.7 | 15.1 | 14.2 | 14.0 | 11.8 | 11.6 | 12.3 | 12.2 |
| **NBC TV** | | | | | ALF (R) | | VALERIE'S FAMILY | | ←NBC MONDAY NIGHT MOVIES→ ROMAN HOLIDAY | | | | | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | | | | 14,530<br>16.4 | | 14,970<br>16.9 | | 15,060<br>17.0 | 15.7 * | | 16.6 * | | 17.7 * | | 17.9 * |
| SHARE AUDIENCE % | | | | | 26 | | 27 | | 28 | 24 * | | 26 * | | 29 * | | 32 * |
| AVG. AUD. BY 1/4 HR % | | | | | 15.7 | 17.0 | 16.6 | 17.2 | 15.9 | 15.6 | 16.5 | 16.7 | 17.5 | 17.9 | 18.3 | 17.6 |

| | 7:00 | 7:30 | 8:00 | 8:30 | 9:00 | 9:30 | 10:00 | 10:30 |
|---|---|---|---|---|---|---|---|---|
| **INDEPENDENTS (INCL. SUPERSTATIONS)** AVERAGE AUDIENCE | 15.8 | 15.0 | 13.4 | 15.2 | 14.6 | 14.4 | 12.7 | 9.4 |
| SHARE AUDIENCE % | 26 | 24 | 21 | 24 | 23 | 23 | 21 | 17 |
| **SUPERSTATIONS** AVERAGE AUDIENCE | 3.5 | 3.4 | 3.3 | 4.5 | 4.9 | 5.3 | 5.0 | 2.4 |
| SHARE AUDIENCE % | 6 | 5 | 5 | 7 | 8 | 8 | 8 | 4 |
| **PBS** AVERAGE AUDIENCE | 1.9 | 3.0 | 3.9 | 4.3 | 1.9 | 1.8 | 1.7 | 1.6 |
| SHARE AUDIENCE % | 3 | 5 | 6 | 7 | 3 | 3 | 3 | 3 |
| **CABLE ORIG.** AVERAGE AUDIENCE | 5.2 | 5.6 | 5.9 | 6.1 | 5.5 | 5.0 | 4.7 | 4.5 |
| SHARE AUDIENCE % | 8 | 9 | 9 | 10 | 9 | 8 | 8 | 8 |
| **PAY SERVICES** AVERAGE AUDIENCE | 2.3 | 2.5 | 4.0 | 4.4 | 4.5 | 3.3 | 3.6 | 4.0 |
| SHARE AUDIENCE % | 4 | 4 | 6 | 7 | 7 | 5 | 6 | 7 |

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

## EVE. TUE. DEC. 29, 1987

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HUT | 60.2 | 61.3 | 61.7 | 62.6 | 62.6 | 63.7 | 63.6 | 64.5 | 63.7 | 63.0 | 62.8 | 62.2 | 58.9 | 57.4 | 55.2 | 52.7 |
| **ABC TV** | | | | | WHO'S THE BOSS? (R) | | GROWING PAINS (R) | | ← MOONLIGHTING (R)(PAE) → | | | | ← THIRTYSOMETHING (R)(PAE) → | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | | | | 16,300<br>18.4 | | 16,390<br>18.5 | | 13,290<br>15.0 | 14.9 * | | 15.0 * | 9,660<br>10.9 | 11.1 * | | 10.7 * |
| SHARE AUDIENCE % | | | | | 29 | | 29 | | 24 | 24 * | | 24 * | 19 | 19 * | | 20 * |
| AVG. AUD. BY 1/4 HR % | | | | | 17.6 | 19.2 | 18.2 | 18.7 | 15.2 | 14.7 | 15.0 | 15.0 | 11.6 | 10.7 | 10.9 | 10.6 |
| **CBS TV** | | | | | ← HOUSTON KNIGHTS(B) (R) → | | | | ← JAKE AND THE FATMAN (R)(PAE) → | | | | ← LAW & HARRY MCGRAW (R) → | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | | | | 6,820<br>7.7 | 7.5 * | | 7.8 * | 9,920<br>11.2 | 10.8 * | | 11.6 * | 9,570<br>10.8 | 10.7 * | | 10.9 * |
| SHARE AUDIENCE % | | | | | 12 | 12 * | | 12 * | 18 | 17 * | | 19 * | 19 | 18 * | | 20 * |
| AVG. AUD. BY 1/4 HR % | | | | | 7.8 | 7.3 | 7.7 | 7.9 | 10.6 | 11.1 | 11.6 | 11.7 | 10.4 | 10.9 | 10.9 | 10.9 |
| **NBC TV** | | | | | ← MATLOCK → | | | | ← HUNTER → | | | | ← CRIME STORY (R) → | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | | | | 15,510<br>17.5 | 16.8 * | | 18.2 * | 14,620<br>16.5 | 16.2 * | | 16.8 * | 10,540<br>11.9 | 12.4 * | | 11.5 * |
| SHARE AUDIENCE % | | | | | 28 | 27 * | | 28 * | 26 | 26 * | | 27 * | 21 | 21 * | | 21 * |
| AVG. AUD. BY 1/4 HR % | | | | | 16.5 | 17.2 | 18.0 | 18.3 | 16.0 | 16.4 | 16.9 | 16.6 | 12.8 | 11.9 | 11.6 | 11.3 |

| | 7:00 | 7:30 | 8:00 | 8:30 | 9:00 | 9:30 | 10:00 | 10:30 |
|---|---|---|---|---|---|---|---|---|
| **INDEPENDENTS (INCL. SUPERSTATIONS)** AVERAGE AUDIENCE | 15.3 | 13.4 | 10.6 | 10.0 | 11.7 | 10.8 | 12.5 | 10.6 |
| SHARE AUDIENCE % | 25 | 22 | 17 | 16 | 18 | 17 | 21 | 20 |
| **SUPERSTATIONS** AVERAGE AUDIENCE | 4.3 | 3.6 | 2.2 | 2.3 | 2.6 | 2.2 | 2.3 | 1.9 |
| SHARE AUDIENCE % | 7 | 6 | 3 | 4 | 4 | 4 | 4 | 4 |
| **PBS** AVERAGE AUDIENCE | 1.7 | 2.3 | 3.1 | 2.8 | 2.5 | 2.6 | 2.3 | 2.0 |
| SHARE AUDIENCE % | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 4 |
| **CABLE ORIG.** AVERAGE AUDIENCE | 5.4 | 5.8 | 5.8 | 5.4 | 6.2 | 6.1 | 6.6 | 5.7 |
| SHARE AUDIENCE % | 9 | 9 | 9 | 8 | 10 | 10 | 11 | 11 |
| **PAY SERVICES** AVERAGE AUDIENCE | 2.4 | 2.8 | 3.3 | 3.9 | 4.3 | 3.2 | 4.0 | 4.1 |
| SHARE AUDIENCE % | 4 | 5 | 5 | 6 | 7 | 5 | 7 | 8 |

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. WED. DEC. 30, 1987

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HUT | 59.6 | 60.0 | 61.0 | 61.1 | 60.4 | 60.3 | 61.2 | 61.6 | 61.5 | 61.9 | 61.8 | 61.4 | 60.0 | 59.4 | 58.2 | 56.0 |
| **ABC TV** | | | | | PERFECT STRANGERS (R) | | HEAD OF THE CLASS (R) | | HOOPERMAN (R) | | SLAP MAXWELL (R)(PAE) | | ←DYNASTY (PAE)→ | | | |
| AVERAGE AUDIENCE (Hhlds (000)) | | | | | 13,640 | | 14,440 | | 12,940 | | 10,990 | | 11,870 | | | |
| AVERAGE AUDIENCE % | | | | | 15.4 | | 16.3 | | 14.6 | | 12.4 | | 13.4 | 13.2 * | | 13.6 * |
| SHARE AUDIENCE % | | | | | 26 | | 27 | | 24 | | 20 | | 23 | 22 * | | 24 * |
| AVG. AUD. BY 1/4 HR % | | | | | 14.8 | 16.0 | 16.2 | 16.3 | 14.5 | 14.6 | 12.7 | 12.1 | 12.9 | 13.4 | 13.5 | 13.7 |
| **CBS TV** | | | | | ←CHINA ODYSSEY EMPIRE OF THE SUN→ | | | | ←KENNEDY CENTER HONORS→ | | | | | | | |
| AVERAGE AUDIENCE (Hhlds (000)) | | | | | 7,530 | | | | 9,040 | | | | | | | |
| AVERAGE AUDIENCE % | | | | | 8.5 | 9.1 * | | 8.0 * | 10.2 | 10.1 * | | 10.4 * | | 10.4 * | | 9.8 * |
| SHARE AUDIENCE % | | | | | 14 | 15 * | | 13 * | 17 | 16 * | | 17 * | | 17 * | | 17 * |
| AVG. AUD. BY 1/4 HR % | | | | | 9.9 | 8.2 | 7.9 | 8.1 | 9.7 | 10.4 | 10.5 | 10.3 | 10.6 | 10.3 | 10.2 | 9.5 |
| **NBC TV** | | | | | ←HIGHWAY TO HEAVEN (R)→ | | | | UNSOLVED MYSTERIES SPEC. (R) | | | | NBC NEWS SPECIAL-WED SCARED SEXLESS | | | |
| AVERAGE AUDIENCE (Hhlds (000)) | | | | | 12,230 | | | | 15,510 | | | | 15,510 | | | |
| AVERAGE AUDIENCE % | | | | | 13.8 | 13.0 * | | 14.5 * | 17.5 | 16.2 * | | 18.8 * | 17.5 | 17.9 * | | 17.2 * |
| SHARE AUDIENCE % | | | | | 23 | 22 * | | 24 * | 28 | 26 * | | 31 * | 30 | 30 * | | 30 * |
| AVG. AUD. BY 1/4 HR % | | | | | 12.6 | 13.5 | 14.3 | 14.6 | 15.9 | 16.5 | 18.4 | 19.1 | 18.0 | 17.8 | 17.5 | 16.8 |

| | 7:00 | 7:30 | 8:00 | 8:30 | 9:00 | 9:30 | 10:00 | 10:30 |
|---|---|---|---|---|---|---|---|---|
| **INDEPENDENTS (INCL. SUPERSTATIONS)** AVERAGE AUDIENCE | 14.7 | 13.9 | 12.5 | 12.8 | 12.1 | 12.1 | 11.1 | 10.4 |
| SHARE AUDIENCE % | 25 | 23 | 21 | 21 | 20 | 20 | 19 | 18 |
| **SUPERSTATIONS** AVERAGE AUDIENCE | 3.7 | 2.9 | 2.6 | 2.9 | 2.9 | 3.2 | 3.0 | 2.8 |
| SHARE AUDIENCE % | 6 | 5 | 4 | 5 | 5 | 5 | 5 | 5 |
| **PBS** AVERAGE AUDIENCE | 1.5 | 2.0 | 2.6 | 2.7 | 2.4 | 2.3 | 2.2 | 2.0 |
| SHARE AUDIENCE % | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| **CABLE ORIG.** AVERAGE AUDIENCE | 5.8 | 6.6 | 8.2 | 8.5 | 8.4 | 7.4 | 7.3 | 6.7 |
| SHARE AUDIENCE % | 10 | 11 | 14 | 14 | 14 | 12 | 12 | 12 |
| **PAY SERVICES** AVERAGE AUDIENCE | 2.7 | 2.8 | 2.9 | 2.9 | 3.3 | 3.7 | 3.8 | 3.2 |
| SHARE AUDIENCE % | 5 | 5 | 5 | 5 | 5 | 6 | 6 | 6 |

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

**EVE. THU. DEC. 31, 1987**

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HUT | 54.7 | 55.0 | 54.5 | 54.1 | 54.4 | 52.9 | 51.6 | 51.0 | 49.8 | 48.6 | 47.3 | 46.6 | 45.7 | 45.0 | 44.0 | 43.1 |
| **ABC TV** | | | | | SLEDGE HAMMER (R) | | ABC THURSDAY NIGHT MOVIE THE ELECTRIC HORSEMAN (R)(PAE) → | | | | | | | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) / SHARE AUDIENCE % / AVG. AUD. BY 1/4 HR % | | | | | 7,090<br>8.0<br>15<br>8.3 | 7.7 | 6,560<br>7.4<br>16<br>6.9 | 6.9 *<br>13 *<br>6.9 | 7.2 | 6.9 *<br>14 *<br>6.5 | 6.6 | 6.6 *<br>14 *<br>6.6 | 8.2 | 8.3 *<br>18 *<br>8.4 | 8.5 | 8.4 *<br>19 *<br>8.2 |
| **CBS TV** | | | | | BUGS BUNNY'S MAD WORLD-TV (R) | | ROMANCE OF BETTY BOOP (R) | | SPECIAL MOVIE PRSNT-THU BARNUM (R)(PAE) → | | | | | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) / SHARE AUDIENCE % / AVG. AUD. BY 1/4 HR % | | | | | 6,910<br>7.8<br>15<br>8.2 | 7.4 | 5,760<br>6.5<br>13<br>6.8 | 6.2 | 5,320<br>6.0<br>13<br>6.0 | 6.0 *<br>12 *<br>6.0 | 6.0 | 5.9 *<br>13 *<br>5.9 | 6.2 | 6.3 *<br>14 *<br>6.3 | 5.9 | 5.9 *<br>14 *<br>5.8 |
| **NBC TV** | | | | | BILL COSBY SHOW (R) | | A DIFFERENT WORLD (R) | | CHEERS (R) | | NIGHT COURT (R) | | ORANGE BOWL PARADE → | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) / SHARE AUDIENCE % / AVG. AUD. BY 1/4 HR % | | | | | 17,540<br>19.8<br>37<br>19.3 | 20.3 | 15,510<br>17.5<br>34<br>17.8 | 17.3 | 14,090<br>15.9<br>32<br>15.6 | 16.2 | 12,140<br>13.7<br>29<br>14.1 | 13.4 | 9,750<br>11.0<br>25<br>11.3 | 11.1 *<br>25 *<br>11.0 | 11.0 | 11.0 *<br>25 *<br>11.0 |

| | 7:00 | 7:30 | 8:00 | 8:30 | 9:00 | 9:30 | 10:00 | 10:30 |
|---|---|---|---|---|---|---|---|---|
| **INDEPENDENTS (INCL. SUPERSTATIONS)** AVERAGE AUDIENCE / SHARE AUDIENCE % | 13.9<br>25 | 12.8<br>24 | 10.3<br>19 | 10.5<br>20 | 10.5<br>21 | 10.4<br>22 | 10.2<br>23 | 9.4<br>22 |
| **SUPERSTATIONS** AVERAGE AUDIENCE / SHARE AUDIENCE % | 3.7<br>7 | 3.3<br>6 | 2.4<br>4 | 2.3<br>4 | 2.2<br>4 | 2.2<br>5 | 2.1<br>5 | 1.7<br>4 |
| **PBS** AVERAGE AUDIENCE / SHARE AUDIENCE % | 1.9<br>3 | 2.4<br>4 | 2.6<br>5 | 3.0<br>6 | 3.4<br>7 | 3.5<br>7 | 2.9<br>6 | 2.7<br>6 |
| **CABLE ORIG.** AVERAGE AUDIENCE / SHARE AUDIENCE % | 4.9<br>9 | 5.5<br>10 | 6.1<br>11 | 6.9<br>13 | 7.4<br>15 | 7.1<br>15 | 6.7<br>15 | 6.1<br>14 |
| **PAY SERVICES** AVERAGE AUDIENCE / SHARE AUDIENCE % | 2.2<br>4 | 1.9<br>3 | 1.9<br>4 | 2.1<br>4 | 2.1<br>4 | 2.4<br>5 | 2.8<br>6 | 2.9<br>7 |

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

## EVE. FRI. JAN. 1, 1988

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HUT | 61.2 | 61.8 | 62.1 | 63.0 | 63.6 | 64.1 | 64.2 | 64.7 | 64.4 | 63.7 | 62.6 | 61.8 | 60.1 | 59.9 | 58.5 | 57.1 |
| **ABC TV** | ← ABC WORLD NEWS TONIGHT (B) (7:01-7:31)(PAE) → | | | | FULL HOUSE (R) | | I MARRIED DORA (R) | | MR. BELVEDERE (R) | | PURSUIT OF HAPPINESS (PAE) | | ← 20/20 (PAE) → | | | |
| AVERAGE AUDIENCE (Hhlds (000)) | 1,590 | | | | 9,300 | | 10,630 | | 11,340 | | 9,750 | | 10,370 | | | |
| AVERAGE AUDIENCE % | 1.8 | 1.9 * | | | 10.5 | | 12.0 | | 12.8 | | 11.0 | | 11.7 | 11.8 * | | 11.6 * |
| SHARE AUDIENCE % | 3 | 3 * | | | 16 | | 19 | | 20 | | 18 | | 20 | 20 * | | 20 * |
| AVG. AUD. BY 1/4 HR % | 1.8 | 1.9 | 0.9 | | 10.2 | 10.9 | 11.7 | 12.2 | 12.3 | 13.3 | 11.0 | 10.9 | 11.6 | 12.0 | 12.2 | 11.0 |
| **CBS TV** | | | | | ← BEAUTY & THE BEAST (R) → | | | | ← SPECIAL MOVIE PRESNT-FRI. DROP OUT MOTHER (PAE) → | | | | | | | |
| AVERAGE AUDIENCE (Hhlds (000)) | | | | | 11,340 | | | | 11,610 | | | | | | | |
| AVERAGE AUDIENCE % | | | | | 12.8 | 12.3 * | | 13.3 * | 13.1 | 13.5 * | | 12.9 * | | 13.4 * | | 12.6 * |
| SHARE AUDIENCE % | | | | | 20 | 19 * | | 21 * | 21 | 21 * | | 21 * | | 22 * | | 22 * |
| AVG. AUD. BY 1/4 HR % | | | | | 12.3 | 12.3 | 13.2 | 13.5 | 13.5 | 13.5 | 13.2 | 12.7 | 13.6 | 13.2 | 12.8 | 12.4 |
| **NBC TV** | ROSE BOWL GAME MICHIGAN STATE VS USC (4:52-8:30)(PAE) | | | | | | ORANGE BOWL GAME OKLAHOMA VS MIAMI (8:30-12:17)(PAE) | | | | | | | | | |
| AVERAGE AUDIENCE (Hhlds (000)) | | | | | | | 18,430 | | | | | | | | | |
| AVERAGE AUDIENCE % | | 18.0 * | | 19.6 * | | 22.1 * | 20.8 | 20.7 * | | 21.6 * | | 22.4 * | | 19.4 * | | 21.9 * |
| SHARE AUDIENCE % | | 31 * | | 33 * | | 35 * | 35 | 33 * | | 34 * | | 36 * | | 32 * | | 37 * |
| AVG. AUD. BY 1/4 HR % | 18.1 | 17.9 | 19.3 | 19.9 | 22.2 | 21.9 | 20.4 | 21.0 | 21.5 | 21.6 | 22.2 | 22.5 | 19.3 | 19.5 | 21.6 | 22.2 |

| | 7:00 | 7:30 | 8:00 | 8:30 | 9:00 | 9:30 | 10:00 | 10:30 |
|---|---|---|---|---|---|---|---|---|
| **INDEPENDENTS (INCL. SUPERSTATIONS)** AVERAGE AUDIENCE | 14.5 | 13.2 | 13.1 | 12.3 | 11.6 | 11.9 | 10.8 | 8.8 |
| SHARE AUDIENCE % | 24 | 21 | 21 | 19 | 18 | 19 | 18 | 15 |
| **SUPERSTATIONS** AVERAGE AUDIENCE | 4.0 | 3.2 | 4.0 | 4.0 | 3.8 | 3.7 | 2.8 | 2.0 |
| SHARE AUDIENCE % | 7 | 5 | 6 | 6 | 6 | 6 | 5 | 3 |
| **PBS** AVERAGE AUDIENCE | 1.8 | 2.1 | 2.1 | 2.0 | 2.5 | 3.0 | 2.9 | 2.3 |
| SHARE AUDIENCE % | 3 | 3 | 3 | 3 | 4 | 5 | 5 | 4 |
| **CABLE ORIG.** AVERAGE AUDIENCE | 4.9 | 5.8 | 5.5 | 6.0 | 5.5 | 5.0 | 5.5 | 4.8 |
| SHARE AUDIENCE % | 8 | 9 | 9 | 9 | 9 | 8 | 9 | 8 |
| **PAY SERVICES** AVERAGE AUDIENCE | 2.7 | 2.5 | 4.0 | 4.4 | 4.7 | 4.8 | 4.5 | 4.7 |
| SHARE AUDIENCE % | 4 | 4 | 6 | 7 | 7 | 8 | 8 | 8 |

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

## EVE. SAT. JAN. 2, 1988

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 | 11:00 | 11:15 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HUT | 53.2 | 54.7 | 55.4 | 55.6 | 58.7 | 58.9 | 59.9 | 61.1 | 60.9 | 61.0 | 58.5 | 58.4 | 56.4 | 55.9 | 54.9 | 54.0 | 51.2 | 40.5 |

### ABC TV

| | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Program | ←OHARA→ | | | | ←SABLE (PAE)→ | | | | ←HOTEL (PAE)→ | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | 7,350<br>8.3 | 8.0 * | | 8.6 * | 5,940<br>6.7 | 6.7 * | | 6.7 * | 9,040<br>10.2 | 9.5 * | | 10.9 * |
| SHARE AUDIENCE % | 14 | 14 * | | 14 * | 11 | 11 * | | 11 * | 18 | 17 * | | 20 * |
| AVG. AUD. BY 1/4 HR % | 7.7 | 8.2 | 8.6 | 8.5 | 6.8 | 6.6 | 6.6 | 6.8 | 8.9 | 10.1 | 10.7 | 11.2 |

### CBS TV

| | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Program | ←HIGH MOUNTAIN RANGERS→ | | | | ←HOUSTON KNIGHTS (PAE)→ | | | | ←WEST 57TH→ | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | 11,250<br>12.7 | 12.6 * | | 12.8 * | 9,210<br>10.4 | 9.9 * | | 11.0 * | 8,060<br>9.1 | 9.1 * | | 9.1 * |
| SHARE AUDIENCE % | 21 | 21 * | | 21 * | 17 | 16 * | | 19 * | 16 | 16 * | | 17 * |
| AVG. AUD. BY 1/4 HR % | 12.7 | 12.6 | 12.9 | 12.7 | 9.7 | 10.0 | 10.9 | 11.1 | 9.3 | 9.0 | 9.1 | 9.0 |

### NBC TV

| | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Program | FACTS OF LIFE | | 227 | | GOLDEN GIRLS (R) | | AMEN | | ←J.J. STARBUCK (R)→ | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | 14,710<br>16.6 | | 16,660<br>18.8 | | 22,500<br>25.4 | | 17,370<br>19.6 | | 14,090<br>15.9 | 16.3 * | | 15.5 * |
| SHARE AUDIENCE % | 28 | | 31 | | 42 | | 34 | | 29 | 29 * | | 28 * |
| AVG. AUD. BY 1/4 HR % | 15.6 | 17.5 | 18.0 | 19.6 | 24.9 | 25.8 | 19.6 | 19.7 | 16.8 | 15.8 | 15.7 | 15.3 |

| | 7:00 | 7:30 | 8:00 | 8:30 | 9:00 | 9:30 | 10:00 | 10:30 | 11:00 |
|---|---|---|---|---|---|---|---|---|---|
| **INDEPENDENTS (INCL. SUPERSTATIONS)** | | | | | | | | | |
| AVERAGE AUDIENCE | 14.5 | 15.6 | 11.0 | 9.7 | 9.2 | 10.1 | 11.5 | 10.2 | 8.9 |
| SHARE AUDIENCE % | 27 | 28 | 19 | 16 | 15 | 17 | 20 | 19 | 18 |
| **SUPERSTATIONS** | | | | | | | | | |
| AVERAGE AUDIENCE | 4.1 | 4.3 | 3.0 | 2.2 | 2.2 | 2.1 | 2.4 | 2.3 | 1.8 |
| SHARE AUDIENCE % | 8 | 8 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| **PBS** | | | | | | | | | |
| AVERAGE AUDIENCE | 2.7 | 2.7 | 3.3 | 3.4 | 2.4 | 2.9 | 2.9 | 2.6 | 2.3 |
| SHARE AUDIENCE % | 5 | 5 | 6 | 6 | 4 | 5 | 5 | 5 | 5 |
| **CABLE ORIG.** | | | | | | | | | |
| AVERAGE AUDIENCE | 7.4 | 7.2 | 6.6 | 6.7 | 5.9 | 5.6 | 5.8 | 6.3 | 4.5 |
| SHARE AUDIENCE % | 14 | 13 | 11 | 11 | 10 | 10 | 10 | 12 | 9 |
| **PAY SERVICES** | | | | | | | | | |
| AVERAGE AUDIENCE | 4.1 | 4.0 | 4.9 | 4.9 | 5.9 | 6.1 | 6.1 | 5.3 | 4.6 |
| SHARE AUDIENCE % | 8 | 7 | 8 | 8 | 10 | 10 | 11 | 10 | 9 |

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. JAN.2, 1988

| TIME | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HUT | 43.7 | 41.9 | 39.2 | 37.6 | 34.7 | 32.3 | 27.3 | 24.5 | 21.1 | 18.5 | 16.0 | 14.4 | 13.3 | 12.1 |
| **ABC TV** | (1) | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | 1,860<br>2.1 | | | | | | | | | | | | | |
| SHARE AUDIENCE % | 5 | | | | | | | | | | | | | |
| AVG. AUD. BY 1/4 HR % | 2.1 | | | | | | | | | | | | | |
| **CBS TV** | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | | | | | | | | | | | | | |
| SHARE AUDIENCE % | | | | | | | | | | | | | | |
| AVG. AUD. BY 1/4 HR % | | | | | | | | | | | | | | |
| **NBC TV** | SAT NIGHT'S MAIN EVENT 14 (11:30-12:53)(PAE) | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | 9,390<br>10.6 | 10.5 * | | 11.3 * | | | | | | | | | | |
| SHARE AUDIENCE % | 27 | 25 * | | 29 * | | | | | | | | | | |
| AVG. AUD. BY 1/4 HR % | 10.6 | 10.3 | 11.1 | 11.5 | 10.2 | | | | | | | | | |
| **INDEPENDENTS (INCL. SUPERSTATIONS)** | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 8.4 | | 7.2 | | 6.7 | | 6.7 | | 5.3 | | 4.4 | | 3.8 | |
| SHARE AUDIENCE % | 20 | | 19 | | 20 | | 26 | | 27 | | 29 | | 30 | |
| **SUPERSTATIONS** | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 2.4 | | 2.4 | | 2.3 | | 2.3 | | 1.9 | | 1.6 | | 1.4 | |
| SHARE AUDIENCE % | 6 | | 6 | | 7 | | 9 | | 10 | | 11 | | 11 | |
| **PBS** | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 2.1 | | 1.4 | | 0.8 | | 0.3 ^ | | 0.2 ^ | | 0.2 ^ | | 0.2 ^ | |
| SHARE AUDIENCE % | 5 | | 4 | | 2 | | 1 ^ | | 1 ^ | | 1 ^ | | 2 ^ | |
| **CABLE ORIG.** | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 4.8 | | 3.9 | | 3.5 | | 3.3 | | 2.5 | | 2.0 | | 1.5 | |
| SHARE AUDIENCE % | 11 | | 10 | | 10 | | 13 | | 13 | | 13 | | 12 | |
| **PAY SERVICES** | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 5.3 | | 5.1 | | 4.6 | | 4.2 | | 4.1 | | 3.5 | | 3.0 | |
| SHARE AUDIENCE % | 12 | | 13 | | 14 | | 16 | | 21 | | 23 | | 24 | |

U.S. TV HOUSEHOLDS: 88,600,000

(1) ABC WEEKEND REPORT-SAT.,ABC,(11:30-11:45)

For explanation of symbols, See page B.

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE. SUN. JAN. 3, 1988

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 |
|---|---|---|---|---|---|---|---|---|
| HUT | 66.8 | 68.4 | 68.6 | 69.2 | 69.8 | 71.0 | 71.9 | 71.9 |
| **ABC TV** program | ←DISNEY SUNDAY MOVIE→ FLIGHT OF THE NAVIGATOR, PT.1 | | | | ←SPENSER: FOR HIRE→ | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | 12,140<br>13.7 | 12.3 * | | 15.1 * | 9,750<br>11.0 | 10.7 * | | 11.4 * |
| SHARE AUDIENCE % | 20 | 18 * | | 22 * | 15 | 15 * | | 16 * |
| AVG. AUD. BY 1/4 HR % | 11.6 | 13.0 | 14.6 | 15.6 | 10.6 | 10.9 | 11.3 | 11.4 |
| **CBS TV** program | ←60 MINUTES→ | | | | ←MURDER, SHE WROTE→ | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | 19,490<br>22.0 | 18.6 * | | 25.4 * | 22,330<br>25.2 | 25.0 * | | 25.4 * |
| SHARE AUDIENCE % | 32 | 28 * | | 37 * | 35 | 36 * | | 35 * |
| AVG. AUD. BY 1/4 HR % | 17.7 | 19.5 | 23.9 | 26.9 | 24.9 | 25.1 | 25.7 | 25.1 |
| **NBC TV** program | (1) | | ←OUR HOUSE→ (7:37-8:37)(R)(PAE) | | | | | (2) |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | 29.0 * | 12,400<br>14.0 | 11.2 * | | 15.6 * | 17,190<br>19.4 | |
| SHARE AUDIENCE % | | 44 * | 20 | 16 * | | 22 * | 27 | |
| AVG. AUD. BY 1/4 HR % | 29.1 | 28.9 | 11.9 | 10.8 | 15.2 | 16.0 | 17.0 | 18.6 |

| TIME | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 | 11:00 | 11:15 |
|---|---|---|---|---|---|---|---|---|---|---|
| HUT | 69.9 | 69.4 | 68.6 | 67.1 | 65.4 | 64.1 | 61.7 | 58.7 | 53.3 | 47.9 |
| **ABC TV** program | ←DOLLY→ (PAE) | | | | ←BUCK JAMES→ (PAE) | | | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | 9,750<br>11.0 | 10.4 * | | 11.6 * | 9,040<br>10.2 | 10.0 * | | 10.3 * | | |
| SHARE AUDIENCE % | 16 | 15 * | | 17 * | 16 | 15 * | | 17 * | | |
| AVG. AUD. BY 1/4 HR % | 10.0 | 10.8 | 11.6 | 11.6 | 9.9 | 10.1 | 10.1 | 10.5 | | |
| **CBS TV** program | ←CBS SUNDAY MOVIE→ ONCE UPON A TEXAS TRAIN (PAE) | | | | | | | | CBS SUNDAY NEWS | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | 18,780<br>21.2 | 22.6 * | | 21.6 * | | 21.3 * | | 19.6 * | 2,570<br>2.9 | |
| SHARE AUDIENCE % | 32 | 32 * | | 32 * | | 33 * | | 33 * | 6 | |
| AVG. AUD. BY 1/4 HR % | 22.8 | 22.4 | 22.0 | 21.1 | 21.4 | 21.2 | 20.8 | 18.3 | 2.9 | |
| **NBC TV** program | MY TWO DAD'S (9:07-9:37)(PAE | | ←NBC SUNDAY NIGHT MOVIE→ AN OFFICER AND A GENTLEMAN (9:37-12:08)(R)(PAE) | | | | | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | 17,280<br>19.5 | | 16,210<br>18.3 | 17.6 * | | 18.5 * | | 18.4 * | | 18.3 * |
| SHARE AUDIENCE % | 28 | | 32 | 26 * | | 28 * | | 30 * | | 35 * |
| AVG. AUD. BY 1/4 HR % | 19.9 | 19.3 | 17.4 | 17.7 | 18.8 | 18.3 | 18.2 | 18.6 | 18.3 | 18.3 |

| TIME | 7:00 | 7:30 | 8:00 | 8:30 | 9:00 | 9:30 | 10:00 | 10:30 | 11:00 |
|---|---|---|---|---|---|---|---|---|---|
| **INDEPENDENTS (INCL. SUPERSTATIONS)** AVERAGE AUDIENCE | 10.4 | 11.5 | 10.3 | 10.7 | 9.0 | 8.7 | 8.2 | 6.7 | 4.0 |
| SHARE AUDIENCE % | 15 | 17 | 15 | 15 | 13 | 13 | 13 | 11 | 8 |
| **SUPERSTATIONS** AVERAGE AUDIENCE | 2.6 | 3.0 | 3.1 | 2.9 | 2.9 | 3.0 | 2.8 | 2.2 | 1.0 |
| SHARE AUDIENCE % | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 |
| **PBS** AVERAGE AUDIENCE | 1.8 | 2.6 | 5.3 | 5.1 | 3.2 | 3.1 | 2.4 | 2.0 | 1.4 |
| SHARE AUDIENCE % | 3 | 4 | 8 | 7 | 5 | 5 | 4 | 3 | 3 |
| **CABLE ORIG.** AVERAGE AUDIENCE | 3.9 | 4.2 | 5.5 | 5.4 | 5.9 | 5.9 | 4.6 | 4.0 | 2.6 |
| SHARE AUDIENCE % | 6 | 6 | 8 | 8 | 8 | 9 | 7 | 7 | 5 |
| **PAY SERVICES** AVERAGE AUDIENCE | 2.6 | 3.0 | 4.0 | 4.0 | 5.4 | 5.8 | 5.7 | 3.9 | 3.5 |
| SHARE AUDIENCE % | 4 | 4 | 6 | 6 | 8 | 9 | 9 | 6 | 7 |

U.S. TV HOUSEHOLDS: 88,600,000

(1) NFL PLAYOFF GAME-SUN. SEATTLE VS HOUSTON,(PAE),NBC,(4:00-7:37),(S)
(2) FAMILY TIES,(PAE),NBC,(8:37-9:07),(R)

For explanation of symbols, See page B.

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. JAN.3, 1988

| TIME | | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HUT | | 40.9 | 37.6 | 29.7 | 26.0 | 22.3 | 19.1 | 16.7 | 15.0 | 13.5 | 11.8 | 10.5 | 9.9 | 9.1 | 8.5 |
| **ABC TV** | | (1) | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | { | 2,220<br>2.5 | | | | | | | | | | | | | |
| SHARE AUDIENCE | % | 7 | | | | | | | | | | | | | |
| AVG. AUD. BY 1/4 HR | % | 2.5 | | | | | | | | | | | | | |
| **CBS TV** | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | { | | | | | | | | | | | | | | |
| SHARE AUDIENCE | % | | | | | | | | | | | | | | |
| AVG. AUD. BY 1/4 HR | % | | | | | | | | | | | | | | |
| **NBC TV** | | | (2) | | | (3) | (PAE) | | | | | | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | { | | 19.3 * | | | 1,420<br>1.6 | | | | | | | | | |
| SHARE AUDIENCE | % | | 46 * | | | 8 | | | | | | | | | |
| AVG. AUD. BY 1/4 HR | % | 19.2 | 19.4 | 14.5 | | 1.7 | | | | | | | | | |
| **INDEPENDENTS** (INCL. SUPERSTATIONS) | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | | 3.9 | | 3.9 | | 3.2 | | 2.8 | | 2.1 | | 1.6 | | 1.4 | |
| SHARE AUDIENCE % | | 10 | | 14 | | 15 | | 18 | | 17 | | 16 | | 16 | |
| **SUPERSTATIONS** | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | | 0.9 | | 1.2 | | 1.2 | | 1.1 | | 1.0 | | 0.8 | | 0.7 ^ | |
| SHARE AUDIENCE % | | 2 | | 4 | | 6 | | 7 | | 8 | | 8 | | 8 ^ | |
| **PBS** | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | | 1.6 | | 0.9 | | 0.7 ^ | | 0.4 ^ | | 0.3 ^ | | 0.2 ^ | | 0.1 v | |
| SHARE AUDIENCE % | | 4 | | 3 | | 3 ^ | | 3 ^ | | 2 ^ | | 2 ^ | | 1 v | |
| **CABLE ORIG.** | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | | 2.8 | | 2.3 | | 1.7 | | 1.8 | | 1.6 | | 1.6 | | 1.3 | |
| SHARE AUDIENCE % | | 7 | | 8 | | 8 | | 11 | | 13 | | 16 | | 15 | |
| **PAY SERVICES** | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | | 3.5 | | 3.2 | | 3.0 | | 2.3 | | 1.8 | | 1.4 | | 1.3 | |
| SHARE AUDIENCE % | | 9 | | 12 | | 14 | | 15 | | 14 | | 14 | | 15 | |

U.S. TV HOUSEHOLDS: 88,600,000
(1) ABC WEEKEND REPORT-SUN.,ABC,(11:30-11:45)
(2) NBC SUNDAY NIGHT MOVIE,AN OFFICER AND A GENTLEMAN,NBC,(9:37-12:08),(R)
(3) G MICHAELS SPORTS MACHINE,(PAE),NBC,(12:38-12:53)

For explanation of symbols, See page B.

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES — DAY MON.-FRI. DEC.28, 1987-JAN.1, 1988

| TIME | | 6:00 | 6:15 | 6:30 | 6:45 | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HUT | | 6.7 | 7.2 | 8.1 | 9.5 | 11.2 | 12.7 | 14.3 | 16.2 | 18.6 | 20.8 | 22.8 | 24.8 | 26.6 | 28.3 | 29.5 | 30.7 | 28.5 | 30.1 |
| **ABC TV** | | (PAE) | (1) | (PAE) | (2) | GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) (PAE) | | | | GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) (PAE) | | | | | | | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | | 780 | | 1,130 | | | 2,750 | | | | 3,700 | | | | | | | |
| | | | 0.9 | | 1.3 | | | 3.1 | | | | 4.2 | | | | | | | |
| SHARE AUDIENCE | % | | 12 | | 13 | | | 20 | | | | 17 | | | | | | | |
| AVG. AUD. BY 1/4 HR | % | | 0.9 | | 1.3 | | | 3.0 | 3.2 | | | 4.1 | 4.2 | | | | | | |
| **CBS TV** | | | | CBS MORNING NEWS- 6:30AM | | CBS THIS MORNING-A (SUS) | | CBS THIS MORNING-1 | | CBS THIS MORNING-B (SUS) | | CBS THIS MORNING-2 | | | | | | $25,000 PYRAMID (MON-THU)(PAE) | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | | | 850 | | | | 1,540 | | | | 2,200 | | | | | | 3,300 | |
| | | | | 1.0 | | | | 1.7 | | | | 2.5 | | | | | | 3.7 | |
| SHARE AUDIENCE | % | | | 12 | | | | 12 | | | | 11 | | | | | | 13 | |
| AVG. AUD. BY 1/4 HR | % | | | 0.9 | 1.0 | | | 1.7 | 1.8 | | | 2.4 | 2.6 | | | | | 3.6 | 3.9 |
| **NBC TV** | | NBC NEWS AT SUNRISE (PAE) | | | | TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING) (PAE) | | | | TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING) (PAE) | | | | | | | | SALE OF THE CENTURY (MON-THU)(PAE) | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | 1,260 | | | | | | 3,380 | | | | 4,360 | | | | | | 2,970 | |
| | | 1.4 | | | | | | 3.8 | | | | 4.9 | | | | | | 3.4 | |
| SHARE AUDIENCE | % | 19 | | | | | | 25 | | | | 21 | | | | | | 12 | |
| AVG. AUD. BY 1/4 HR | % | 1.2 | 1.7 | | | | | 3.6 | 4.0 | | | 4.9 | 5.0 | | | | | 3.2 | 3.6 |
| **INDEPENDENTS (INCL. SUPERSTATIONS)** | | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | | 1.3 | | 1.7 | | 2.2 | | 3.5 | | 5.2 | | 6.5 | | 6.5 | | 6.5 | | 7.0 | |
| SHARE AUDIENCE % | | 18 | | 19 | | 19 | | 23 | | 26 | | 27 | | 24 | | 22 | | 24 | |
| **SUPERSTATIONS** | | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | | 0.4 | | 0.5 | | 0.6 | | 0.9 | | 1.4 | | 1.8 | | 1.7 | | 1.7 | | 1.7 | |
| SHARE AUDIENCE % | | 5 | | 6 | | 5 | | 6 | | 7 | | 7 | | 6 | | 6 | | 6 | |
| **PBS** | | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | | 0.1 v | | 0.1 v | | 0.2 ^ | | 0.6 | | 0.8 | | 1.2 | | 1.8 | | 1.9 | | 1.6 | |
| SHARE AUDIENCE % | | 1 v | | 1 v | | 2 ^ | | 4 | | 4 | | 5 | | 7 | | 6 | | 6 | |
| **CABLE ORIG.** | | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | | 0.8 | | 0.9 | | 1.4 | | 1.6 | | 2.2 | | 2.7 | | 3.0 | | 3.3 | | 3.4 | |
| SHARE AUDIENCE % | | 12 | | 10 | | 11 | | 11 | | 11 | | 12 | | 11 | | 11 | | 11 | |
| **PAY SERVICES** | | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | | 0.9 | | 0.9 | | 0.8 | | 0.9 | | 1.1 | | 1.3 | | 1.7 | | 1.8 | | 2.0 | |
| SHARE AUDIENCE % | | 12 | | 10 | | 7 | | 6 | | 5 | | 6 | | 6 | | 6 | | 7 | |

U.S. TV HOUSEHOLDS: 88,600,000
(1) ABC WORLD NEWS-MORN-615A,ABC,(6:15-6:30)
(2) ABC WORLD NEWS-MORN-645A,ABC,(6:45-7:00)

For explanation of symbols, See page B.

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES — DAY MON.-FRI. DEC.28, 1987-JAN.1, 1988

| TIME | 10:30 | 10:45 | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HUT | 30.9 | 31.7 | 32.3 | 33.6 | 34.2 | 35.3 | 36.5 | 37.5 | 37.7 | 38.1 | 38.6 | 39.0 | 38.3 | 38.2 | 37.6 | 37.9 | 37.8 | 37.8 |
| **ABC TV** | | | WHO'S THE BOSS? M-F (MON-THU)(PAE) | | MR. BELVEDERE-M-F (MON-THU)(PAE) | | RYAN'S HOPE (MON-THU)(PAE) | | LOVING (MON-THU)(PAE) | | ←ALL MY CHILDREN→ (MON-THU)(PAE) | | | | ←ONE LIFE TO LIVE→ (MON-THU)(PAE) | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | | 4,780 | | 4,140 | | 3,370 | | 4,500 | | 7,040 | | | | 7,270 | | | |
| | | | 5.4 | | 4.7 | | 3.8 | | 5.1 | | 8.0 | 7.6 * | | 8.3 * | 8.2 | 8.0 * | | 8.4 * |
| SHARE AUDIENCE % | | | 18 | | 15 | | 11 | | 14 | | 22 | 21 * | | 23 * | 23 | 22 * | | 23 * |
| AVG. AUD. BY 1/4 HR % | | | 5.1 | 5.7 | 4.6 | 4.8 | 3.8 | 3.8 | 5.1 | 5.1 | 7.3 | 7.9 | 8.2 | 8.4 | 8.0 | 8.0 | 8.4 | 8.4 |
| **CBS TV** | NEW CARD SHARKS (MON-THU)(PAE) | | PRICE IS RIGHT 1 (MON-THU)(PAE) | | PRICE IS RIGHT 2 (MON-THU)(PAE) | | (PAE) | | ←YOUNG AND THE RESTLESS→ (MON-THU)(PAE) | | | | BOLD AND THE BEAUTIFUL (MON-WED)(PAE) | | ←AS THE WORLD TURNS→ (MON-THU)(PAE) | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | 3,570 | | 5,600 | | 7,330 | | | | 8,240 | | | | 6,140 | | 7,020 | | | |
| | 4.0 | | 6.3 | | 8.3 | | | | 9.3 | 9.2 * | | 9.4 * | 6.9 | | 7.9 | 8.1 * | | 8.2 * |
| SHARE AUDIENCE % | 14 | | 21 | | 26 | | | | 26 | 26 * | | 26 * | 19 | | 22 | 22 * | | 23 * |
| AVG. AUD. BY 1/4 HR % | 3.8 | 4.2 | 5.9 | 6.7 | 7.9 | 8.6 | | | 9.1 | 9.3 | 9.5 | 9.4 | 7.0 | 7.0 | 7.9 | 8.2 | 8.2 | 8.2 |
| **NBC TV** | CLASSIC CONCENTRATION (MON-THU)(PAE) | | WHEEL OF FORTUNE (MON-THU)(PAE) | | WIN, LOSE OR DRAW (MON-THU)(PAE) | | SUPER PASSWORD (MON-THU)(PAE) | | SCRABBLE (MON-THU)(PAE) | | ←DAYS OF OUR LIVES→ (MON-THU)(PAE) | | | | ←ANOTHER WORLD→ (MON-THU)(PAE) | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | 3,880 | | 6,290 | | 4,780 | | 4,140 | | 4,940 | | 7,550 | | | | 5,290 | | | |
| | 4.4 | | 7.1 | | 5.4 | | 4.7 | | 5.6 | | 8.5 | 8.4 * | | 8.6 * | 6.0 | 5.9 * | | 6.0 * |
| SHARE AUDIENCE % | 15 | | 23 | | 17 | | 14 | | 16 | | 23 | 23 * | | 24 * | 17 | 17 * | | 17 * |
| AVG. AUD. BY 1/4 HR % | 4.3 | 4.5 | 7.0 | 7.3 | 5.3 | 5.6 | 4.6 | 4.8 | 5.4 | 5.7 | 8.3 | 8.5 | 8.7 | 8.5 | 6.0 | 5.9 | 6.0 | 6.0 |
| **INDEPENDENTS (INCL. SUPERSTATIONS)** | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 7.0 | | 6.3 | | 6.2 | | 6.6 | | 7.3 | | 7.1 | | 7.8 | | 8.5 | | 8.9 | |
| SHARE AUDIENCE % | 22 | | 19 | | 18 | | 18 | | 19 | | 18 | | 20 | | 22 | | 24 | |
| **SUPERSTATIONS** | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 1.8 | | 1.9 | | 1.9 | | 1.9 | | 2.1 | | 2.1 | | 2.4 | | 2.7 | | 2.9 | |
| SHARE AUDIENCE % | 6 | | 6 | | 6 | | 5 | | 6 | | 6 | | 6 | | 7 | | 8 | |
| **PBS** | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 1.6 | | 1.2 | | 1.0 | | 1.4 | | 1.4 | | 1.3 | | 1.2 | | 1.1 | | 1.3 | |
| SHARE AUDIENCE % | 5 | | 4 | | 3 | | 4 | | 4 | | 3 | | 3 | | 3 | | 3 | |
| **CABLE ORIG.** | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 3.4 | | 3.6 | | 3.7 | | 4.1 | | 4.2 | | 4.4 | | 4.6 | | 4.6 | | 4.6 | |
| SHARE AUDIENCE % | 11 | | 11 | | 11 | | 11 | | 11 | | 11 | | 12 | | 12 | | 12 | |
| **PAY SERVICES** | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 2.2 | | 2.1 | | 2.2 | | 2.2 | | 2.0 | | 1.9 | | 2.2 | | 2.2 | | 2.1 | |
| SHARE AUDIENCE % | 7 | | 6 | | 6 | | 6 | | 5 | | 5 | | 6 | | 6 | | 6 | |

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES — DAY MON.-FRI. DEC.28, 1987-JAN.1, 1988

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HUT | 37.3 | 37.6 | 37.8 | 38.3 | 38.4 | 39.9 | 41.0 | 42.6 | 44.3 | 45.9 | 47.2 | 49.5 | 54.8 | 56.6 | 57.7 | 58.5 |
| **ABC TV** | ←GENERAL HOSPITAL (MON-THU)(PAE)→ | | | | ←(PAE)→ | | | | | | | | | | ABC WORLD NEWS TONIGHT (MON-THU)(PAE) | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | 7,290 | | | | | | | | | | | | | | 10,390 | |
| | 8.2 | 8.2 * | | 8.3 * | | | | | | | | | | | 11.7 | |
| SHARE AUDIENCE % | 23 | 23 * | | 23 * | | | | | | | | | | | 21 | |
| AVG. AUD. BY 1/4 HR % | 8.2 | 8.1 | 8.3 | 8.3 | | | | | | | | | | | 11.5 | 11.9 |
| **CBS TV** | ←GUIDING LIGHT (MON-WED)(PAE)→ | | | | ←(PAE)→ | | | | | | | | | | CBS EVENING NEWS-RATHER | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | 6,260 | | | | | | | | | | | | | | 11,380 | |
| | 7.1 | 7.2 * | | 6.9 * | | | | | | | | | | | 12.8 | |
| SHARE AUDIENCE % | 20 | 21 * | | 20 * | | | | | | | | | | | 22 | |
| AVG. AUD. BY 1/4 HR % | 7.3 | 7.1 | 7.0 | 6.9 | | | | | | | | | | | 12.7 | 13.0 |
| **NBC TV** | ←SANTA BARBARA (MON-THU)(PAE)→ | | | | ←(PAE)→ | | | | | | | | | | NBC NIGHTLY NEWS (MON-THU)(PAE) | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | 4,780 | | | | | | | | | | | | | | 9,900 | |
| | 5.4 | 5.4 * | | 5.4 * | | | | | | | | | | | 11.2 | |
| SHARE AUDIENCE % | 15 | 15 * | | 15 * | | | | | | | | | | | 20 | |
| AVG. AUD. BY 1/4 HR % | 5.5 | 5.3 | 5.5 | 5.5 | | | | | | | | | | | 11.3 | 11.1 |
| **INDEPENDENTS (INCL. SUPERSTATIONS)** AVERAGE AUDIENCE | 9.4 | | 9.9 | | 10.1 | | 10.8 | | 11.9 | | 12.0 | | 13.4 | | 14.7 | |
| SHARE AUDIENCE % | 25 | | 26 | | 26 | | 26 | | 26 | | 25 | | 24 | | 25 | |
| **SUPERSTATIONS** AVERAGE AUDIENCE | 3.1 | | 3.0 | | 3.0 | | 3.2 | | 3.5 | | 3.2 | | 2.7 | | 3.2 | |
| SHARE AUDIENCE % | 8 | | 8 | | 8 | | 8 | | 8 | | 7 | | 5 | | 6 | |
| **PBS** AVERAGE AUDIENCE | 1.1 | | 1.1 | | 1.2 | | 1.2 | | 1.2 | | 1.2 | | 1.2 | | 1.4 | |
| SHARE AUDIENCE % | 3 | | 3 | | 3 | | 3 | | 3 | | 2 | | 2 | | 2 | |
| **CABLE ORIG.** AVERAGE AUDIENCE | 5.3 | | 5.5 | | 5.4 | | 5.2 | | 5.0 | | 5.4 | | 5.3 | | 5.0 | |
| SHARE AUDIENCE % | 14 | | 14 | | 14 | | 13 | | 11 | | 11 | | 9 | | 9 | |
| **PAY SERVICES** AVERAGE AUDIENCE | 2.2 | | 2.2 | | 1.9 | | 1.9 | | 1.9 | | 1.9 | | 2.1 | | 2.6 | |
| SHARE AUDIENCE % | 6 | | 6 | | 5 | | 5 | | 4 | | 4 | | 4 | | 4 | |

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JAN.2, 1988

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 | 11:00 | 11:15 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HUT | 6.5 | 7.4 | 8.3 | 9.0 | 10.2 | 12.0 | 13.9 | 16.4 | 18.4 | 20.6 | 22.3 | 23.7 | 25.2 | 27.1 | 28.1 | 29.6 | 30.0 | 30.6 |
| **ABC TV** | | | | | CARE BEAR FAMILY | | LITTLE CLOWNS-HAPPYTOWN | | MY PET MONSTER | | ALL NEW POUND PUPPIES | | LITTLE WIZARDS | | REAL GHOSTBUSTERS | | FLINTSTONE KIDS | |
| AVERAGE AUDIENCE (Hhlds (000)) | | | | | 1,150 | | 1,330 | | 1,770 | | 2,480 | | 2,920 | | 4,160 | | 4,250 | |
| AVERAGE AUDIENCE (%) | | | | | 1.3 | | 1.5 | | 2.0 | | 2.8 | | 3.3 | | 4.7 | | 4.8 | |
| SHARE AUDIENCE % | | | | | 12 | | 10 | | 10 | | 12 | | 13 | | 16 | | 16 | |
| AVG. AUD. BY 1/4 HR % | | | | | 1.2 | 1.5 | 1.4 | 1.6 | 1.8 | 2.2 | 2.6 | 3.1 | 3.1 | 3.4 | 4.4 | 5.0 | 4.6 | 5.0 |
| **CBS TV** | | | | | HELLO KITTY | | MUPPET BABIES I | | MUPPET BABIES II | | MUPPET BABIES III | | PEE WEE'S PLAYHOUSE | | MIGHTY MOUSE | | POPEYE & SON | |
| AVERAGE AUDIENCE (Hhlds (000)) | | | | | 1,240 | | 2,300 | | 2,920 | | 3,630 | | 4,610 | | 3,370 | | 3,540 | |
| AVERAGE AUDIENCE (%) | | | | | 1.4 | | 2.6 | | 3.3 | | 4.1 | | 5.2 | | 3.8 | | 4.0 | |
| SHARE AUDIENCE % | | | | | 13 | | 16 | | 17 | | 18 | | 20 | | 13 | | 13 | |
| AVG. AUD. BY 1/4 HR % | | | | | 1.3 | 1.5 | 2.4 | 2.9 | 3.0 | 3.7 | 3.9 | 4.3 | 4.8 | 5.5 | 3.8 | 3.9 | 4.0 | 3.9 |
| **NBC TV** | | | | | GUMMI BEARS (PAE) | | SMURFS I | | SMURFS II | | SMURFS III (PAE) | | ALF-SAT MORN (PAE) | | ALVIN AND THE CHIPMUNKS | | FRAGGLE ROCK | |
| AVERAGE AUDIENCE (Hhlds (000)) | | | | | 1,420 | | 2,840 | | 4,080 | | 4,430 | | 4,700 | | 5,320 | | 3,810 | |
| AVERAGE AUDIENCE (%) | | | | | 1.6 | | 3.2 | | 4.6 | | 5.0 | | 5.3 | | 6.0 | | 4.3 | |
| SHARE AUDIENCE % | | | | | 14 | | 21 | | 24 | | 22 | | 20 | | 21 | | 15 | |
| AVG. AUD. BY 1/4 HR % | | | | | 1.3 | 1.9 | 2.8 | 3.7 | 4.4 | 4.7 | 4.9 | 5.1 | 5.2 | 5.5 | 5.8 | 6.2 | 4.4 | 4.1 |
| **INDEPENDENTS (INCL. SUPERSTATIONS)** | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 1.8 | | 2.2 | | 3.1 | | 3.4 | | 3.7 | | 4.7 | | 5.8 | | 6.9 | | 7.4 | |
| SHARE AUDIENCE % | 26 | | 25 | | 28 | | 23 | | 19 | | 20 | | 22 | | 24 | | 24 | |
| **SUPERSTATIONS** | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 0.7 ^ | | 0.8 | | 1.2 | | 1.3 | | 0.9 | | 1.0 | | 1.1 | | 1.3 | | 1.8 | |
| SHARE AUDIENCE % | 10 ^ | | 9 | | 11 | | 9 | | 5 | | 4 | | 4 | | 4 | | 6 | |
| **PBS** | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | << | | 0.1 v | | 0.2 ^ | | 0.4 ^ | | 0.9 | | 1.1 | | 1.1 | | 1.3 | | 1.7 | |
| SHARE AUDIENCE % | << | | 1 v | | 2 ^ | | 3 ^ | | 5 | | 5 | | 4 | | 4 | | 6 | |
| **CABLE ORIG.** | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 1.5 | | 1.9 | | 2.3 | | 3.1 | | 3.6 | | 4.1 | | 4.6 | | 5.2 | | 5.4 | |
| SHARE AUDIENCE % | 21 | | 22 | | 21 | | 21 | | 18 | | 18 | | 18 | | 18 | | 18 | |
| **PAY SERVICES** | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 1.4 | | 1.4 | | 1.3 | | 1.5 | | 1.8 | | 1.9 | | 1.8 | | 1.9 | | 2.6 | |
| SHARE AUDIENCE % | 20 | | 16 | | 12 | | 10 | | 9 | | 8 | | 7 | | 7 | | 9 | |

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JAN.2, 1988

| TIME | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 | 3:00 | 3:15 | 3:30 | 3:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HUT | 31.4 | 32.3 | 32.1 | 32.2 | 32.3 | 33.2 | 32.6 | 33.2 | 33.9 | 34.7 | 35.2 | 35.5 | 35.0 | 35.9 | 35.5 | 36.1 | 37.0 | 37.0 |
| **ABC TV** | BUGS BUNNY & TWEETY SHOW | | ANIMAL CRACK-UPS | | HEALTH SHOW | | (1) | | | | | | | | ←PRO BOWLERS TOUR (3:00-4:30) | | | |
| AVERAGE AUDIENCE (Hhlds (000)) | 5,050 | | 4,520 | | 2,300 | | 2,660 | | | | | | | | 3,280 | | | |
| AVERAGE AUDIENCE (%) | 5.7 | | 5.1 | | 2.6 | | 3.0 | | | | | | | | 3.7 | 3.1 * | | 3.7 * |
| SHARE AUDIENCE % | 18 | | 16 | | 8 | | 9 | | | | | | | | 10 | 9 * | | 10 * |
| AVG. AUD. BY 1/4 HR % | 5.4 | 6.0 | 5.2 | 5.0 | 2.8 | 2.4 | 2.9 | 3.0 | | | | | | | 3.1 | 3.2 | 3.5 | 3.9 |
| **CBS TV** | DENNIS THE MENACE | | TEEN WOLF | | GALAXY HIGH SCHOOL | | | | | | | | ←CBS NCAA BASKETBALL-SAT FLORIDA VS PITTSBURGH (2:30-4:30) | | | | | |
| AVERAGE AUDIENCE (Hhlds (000)) | 3,540 | | 3,190 | | 2,840 | | | | | | | | 2,570 | | | | | |
| AVERAGE AUDIENCE (%) | 4.0 | | 3.6 | | 3.2 | | | | | | | | 2.9 | 2.5 * | | 2.9 * | | 3.0 * |
| SHARE AUDIENCE % | 13 | | 11 | | 10 | | | | | | | | 8 | 7 * | | 8 * | | 8 * |
| AVG. AUD. BY 1/4 HR % | 3.8 | 4.2 | 3.5 | 3.6 | 2.9 | 3.4 | | | | | | | 2.4 | 2.6 | 3.0 | 2.7 | 2.9 | 3.1 |
| **NBC TV** | NEW ARCHIES | | FOOFUR (PAE) | | I'M TELLING | | ←HALL OF FAME GAME MICHIGAN VS ALABAMA (1:00-4:32) | | | | | | | | | | | |
| AVERAGE AUDIENCE (Hhlds (000)) | 3,190 | | 2,840 | | 2,220 | | 8,240 | | | | | | | | | | | |
| AVERAGE AUDIENCE (%) | 3.6 | | 3.2 | | 2.5 | | 9.3 | 6.5 * | | 8.2 * | | 9.7 * | | 8.8 * | | 9.8 * | | 10.1 * |
| SHARE AUDIENCE % | 12 | | 10 | | 8 | | 26 | 20 * | | 24 * | | 27 * | | 25 * | | 27 * | | 27 * |
| AVG. AUD. BY 1/4 HR % | 3.6 | 3.6 | 3.2 | 3.3 | 2.5 | 2.5 | 5.9 | 7.1 | 7.9 | 8.4 | 9.3 | 10.1 | 9.0 | 8.7 | 9.7 | 9.9 | 9.8 | 10.3 |

| | 11:30 | 12:00 | 12:30 | 1:00 | 1:30 | 2:00 | 2:30 | 3:00 | 3:30 |
|---|---|---|---|---|---|---|---|---|---|
| **INDEPENDENTS (INCL. SUPERSTATIONS)** | | | | | | | | | |
| AVERAGE AUDIENCE | 7.9 | 7.5 | 8.8 | 7.9 | 8.8 | 9.4 | 11.4 | 11.3 | 12.2 |
| SHARE AUDIENCE % | 25 | 23 | 27 | 24 | 26 | 27 | 32 | 32 | 33 |
| **SUPERSTATIONS** | | | | | | | | | |
| AVERAGE AUDIENCE | 2.1 | 2.2 | 2.2 | 1.7 | 2.0 | 2.4 | 3.3 | 3.6 | 3.9 |
| SHARE AUDIENCE % | 7 | 7 | 7 | 5 | 6 | 7 | 9 | 10 | 10 |
| **PBS** | | | | | | | | | |
| AVERAGE AUDIENCE | 1.9 | 1.6 | 1.8 | 2.0 | 2.2 | 1.9 | 2.1 | 2.0 | 2.0 |
| SHARE AUDIENCE % | 6 | 5 | 6 | 6 | 6 | 5 | 6 | 6 | 5 |
| **CABLE ORIG.** | | | | | | | | | |
| AVERAGE AUDIENCE | 5.5 | 6.1 | 6.1 | 5.5 | 5.1 | 5.5 | 5.6 | 5.4 | 5.0 |
| SHARE AUDIENCE % | 17 | 19 | 19 | 17 | 15 | 16 | 16 | 15 | 13 |
| **PAY SERVICES** | | | | | | | | | |
| AVERAGE AUDIENCE | 2.5 | 2.7 | 3.3 | 3.3 | 3.2 | 2.8 | 2.4 | 2.3 | 2.1 |
| SHARE AUDIENCE % | 8 | 8 | 10 | 10 | 9 | 8 | 7 | 6 | 6 |

U.S. TV HOUSEHOLDS: 88,600,000

(1) ABC WEEKEND SPECIALS,THE BOLLO CAPER,ABC,(1:00-1:30),(R)

For explanation of symbols, See page B.

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JAN.2, 1988

| TIME | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HUT | 38.3 | 39.8 | 39.4 | 39.2 | 39.5 | 41.3 | 42.3 | 43.8 | 47.2 | 48.9 | 49.9 | 51.7 |
| **ABC TV** | PRO BOWLERS TOUR (3:00-4:30) | | ←ABC WIDE WORLD-SPORTS SAT→ | | | | | | | | ABC WRLD NEWS TONIGHT-SAT (PAE) | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | 4.2 * | 7,090<br>8.0 | 7.5 * | | 8.3 * | | 8.1 * | | | 7,710<br>8.7 | |
| SHARE AUDIENCE % | | 11 * | 19 | 19 * | | 20 * | | 18 * | | | 16 | |
| AVG. AUD. BY 1/4 HR % | 4.1 | 4.4 | 7.1 | 8.0 | 8.7 | 7.9 | 8.1 | 8.1 | | | 8.4 | 8.9 |
| **CBS TV** | (1) | | ←CBS SPORTS SATURDAY BOXING→ | | | | | | | | CBS SAT. NEWS-SCHIEFFER | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | 3.1 * | 4,080<br>4.6 | 3.6 * | | 4.8 * | | 5.3 * | | | 6,910<br>7.8 | |
| SHARE AUDIENCE % | | 8 * | 11 | 9 * | | 12 * | | 12 * | | | 15 | |
| AVG. AUD. BY 1/4 HR % | 3.1 | 3.1 | 3.4 | 3.8 | 4.5 | 5.2 | 5.2 | 5.5 | | | 7.6 | 8.0 |
| **NBC TV** | (2) | | ←NBC COLLEGE BSKBL SAT NORTH CAROLINA VS UCLA (4:32-6:15)(PAE)→ | | | | | | | | NBC NIGHTLY NEWS-SAT. | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | 12.1 * | 5,490<br>6.2 | 6.6 * | | 5.7 * | | 6.1 * | | | 8,060<br>9.1 | |
| SHARE AUDIENCE % | | 31 * | 15 | 17 * | | 14 * | | 14 * | | | 17 | |
| AVG. AUD. BY 1/4 HR % | 11.6 | 12.6 | 6.9 | 6.3 | 5.7 | 5.7 | 6.0 | 6.2 | 6.9 | | 8.8 | 9.4 |

| | 4:00 | 4:30 | 5:00 | 5:30 | 6:00 | 6:30 |
|---|---|---|---|---|---|---|
| **INDEPENDENTS (INCL. SUPERSTATIONS)** AVERAGE AUDIENCE | 11.1 | 11.9 | 11.6 | 12.4 | 13.2 | 14.5 |
| SHARE AUDIENCE % | 28 | 30 | 29 | 29 | 28 | 29 |
| **SUPERSTATIONS** AVERAGE AUDIENCE | 2.8 | 2.9 | 2.8 | 3.0 | 3.6 | 4.3 |
| SHARE AUDIENCE % | 7 | 7 | 7 | 7 | 8 | 8 |
| **PBS** AVERAGE AUDIENCE | 2.0 | 2.5 | 2.5 | 2.8 | 2.2 | 2.3 |
| SHARE AUDIENCE % | 5 | 6 | 6 | 6 | 5 | 5 |
| **CABLE ORIG.** AVERAGE AUDIENCE | 5.5 | 6.2 | 6.9 | 7.2 | 7.4 | 6.7 |
| SHARE AUDIENCE % | 14 | 16 | 17 | 17 | 15 | 13 |
| **PAY SERVICES** AVERAGE AUDIENCE | 2.1 | 2.3 | 2.6 | 2.9 | 3.3 | 3.3 |
| SHARE AUDIENCE % | 5 | 6 | 6 | 7 | 7 | 6 |

U.S. TV HOUSEHOLDS: 88,600,000

(1) CBS NCAA BASKETBALL-SAT,FLORIDA VS PITTSBURGH,CBS,(2:30-4:30)

(2) HALL OF FAME GAME,MICHIGAN VS ALABAMA,(PAE),NBC,(1:00-4:32),(S)

For explanation of symbols, See page B.

A-32 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JAN. 3, 1988

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 | 11:00 | 11:15 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HUT | 5.2 | 5.8 | 6.5 | 7.7 | 9.7 | 11.9 | 13.8 | 15.5 | 18.5 | 21.4 | 23.1 | 24.8 | 26.4 | 28.2 | 29.1 | 29.7 | 30.3 | 32.6 |
| **ABC TV** | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | | | | | | | | | | | | | | | | | |
| SHARE AUDIENCE % | | | | | | | | | | | | | | | | | | |
| AVG. AUD. BY 1/4 HR % | | | | | | | | | | | | | | | | | | |
| **CBS TV** | | | | | FOR OUR TIMES (SUS) | | | | ←SUNDAY MORNING | | | | | → | FACE THE NATION | | | |
| AVERAGE AUDIENCE (Hhlds (000)) | | | | | | | | | 3,810 | | | | | | 2,480 | | | |
| AVERAGE AUDIENCE (%) | | | | | | | | | 4.3 | 3.4 * | | 4.3 * | | 5.1 * | 2.8 | | | |
| SHARE AUDIENCE % | | | | | | | | | 18 | 17 * | | 18 * | | 19 * | 8 | | | |
| AVG. AUD. BY 1/4 HR % | | | | | | | | | 3.0 | 3.9 | 4.3 | 4.3 | 4.8 | 5.4 | 3.0 | 2.7 | | |
| **NBC TV** | | | | | ←SUNDAY TODAY | | | | | → | MEET THE PRESS | | | | | | | |
| AVERAGE AUDIENCE (Hhlds (000)) | | | | | 1,680 | | | | | | 2,040 | | | | | | | |
| AVERAGE AUDIENCE (%) | | | | | 1.9 | 1.4 * | | 1.8 * | | 2.5 * | 2.3 | | | | | | | |
| SHARE AUDIENCE % | | | | | 12 | 12 * | | 12 * | | 12 * | 9 | | | | | | | |
| AVG. AUD. BY 1/4 HR % | | | | | 1.2 | 1.5 | 1.7 | 2.0 | 2.5 | 2.5 | 2.4 | 2.2 | | | | | | |

| | 7:00 | 7:30 | 8:00 | 8:30 | 9:00 | 9:30 | 10:00 | 10:30 | 11:00 |
|---|---|---|---|---|---|---|---|---|---|
| **INDEPENDENTS (INCL. SUPERSTATIONS)** AVERAGE AUDIENCE | 1.4 | 2.0 | 2.9 | 4.3 | 5.9 | 7.3 | 7.7 | 9.3 | 10.7 |
| SHARE AUDIENCE % | 25 | 28 | 27 | 29 | 30 | 30 | 28 | 32 | 34 |
| **SUPERSTATIONS** AVERAGE AUDIENCE | 0.3 ^ | 0.6 ^ | 0.7 ^ | 1.2 | 1.7 | 2.3 | 2.5 | 2.8 | 3.5 |
| SHARE AUDIENCE % | 5 ^ | 8 ^ | 6 ^ | 8 | 9 | 10 | 9 | 10 | 11 |
| **PBS** AVERAGE AUDIENCE | << | 0.2 ^ | 0.8 | 1.3 | 1.8 | 2.2 | 2.1 | 1.8 | 1.6 |
| SHARE AUDIENCE % | << | 3 ^ | 7 | 9 | 9 | 9 | 8 | 6 | 5 |
| **CABLE ORIG.** AVERAGE AUDIENCE | 1.3 | 1.6 | 2.2 | 2.4 | 3.5 | 4.3 | 4.7 | 5.2 | 5.4 |
| SHARE AUDIENCE % | 24 | 23 | 20 | 16 | 18 | 18 | 17 | 18 | 17 |
| **PAY SERVICES** AVERAGE AUDIENCE | 0.8 | 1.0 | 1.6 | 1.7 | 1.8 | 2.2 | 2.7 | 2.8 | 3.0 |
| SHARE AUDIENCE % | 15 | 14 | 15 | 12 | 9 | 9 | 10 | 10 | 10 |

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JAN.3, 1988

| TIME | | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 | 3:00 | 3:15 | 3:30 | 3:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HUT | | 33.7 | 34.1 | 35.6 | 37.5 | 39.5 | 41.4 | 41.9 | 44.3 | 44.7 | 45.6 | 46.3 | 45.3 | 46.0 | 46.7 | 46.7 | 47.5 | 47.2 | 46.6 |
| **ABC TV** | | ←THIS WEEK-DAVID BRINKLEY→ | | | | BUSINESS WORLD | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | 2,920 | | | | 1,420 | | | | | | | | | | | | | |
| | | 3.3 | 3.2 * | | 3.3 * | 1.6 | | | | | | | | | | | | | |
| SHARE AUDIENCE | % | 8 | 8 * | | 8 * | 5 | | | | | | | | | | | | | |
| AVG. AUD. BY 1/4 HR | % | 3.2 | 3.2 | 3.3 | 3.4 | 1.7 | 1.5 | | | | | | | | | | | | |
| **CBS TV** | | | | CBS NFL WILD CARD PRE | | ← CBS NFL WILD CARD GAME MINNESOTA VS NEW ORLEANS (12:30-3:46)(PAE) → | | | | | | | | | | | | | (1) |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | | | 7,800 | | 19,310 | | | | | | | | | | | | | 11,870 |
| | | | | 8.8 | | 21.8 | 16.0 * | | 21.3 * | | 23.4 * | | 23.6 * | | 23.9 * | | 23.4 * | | 13.4 |
| SHARE AUDIENCE | % | | | 25 | | 49 | 41 * | | 49 * | | 52 * | | 52 * | | 52 * | | 50 * | | 29 |
| AVG. AUD. BY 1/4 HR | % | | | 7.4 | 10.2 | 14.6 | 17.3 | 20.4 | 22.1 | 22.9 | 23.9 | 24.9 | 22.2 | 23.5 | 24.4 | 23.4 | 23.3 | 20.8 | 13.5 |
| **NBC TV** | | | | | | | | | | | | | | | | | | NFL LIVE SUN. | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | | | | | | | | | | | | | | | | | 6,730 | |
| | | | | | | | | | | | | | | | | | | 7.6 | |
| SHARE AUDIENCE | % | | | | | | | | | | | | | | | | | 16 | |
| AVG. AUD. BY 1/4 HR | % | | | | | | | | | | | | | | | | | 4.7 | 10.5 |

| | 11:30 | 12:00 | 12:30 | 1:00 | 1:30 | 2:00 | 2:30 | 3:00 | 3:30 |
|---|---|---|---|---|---|---|---|---|---|
| **INDEPENDENTS (INCL. SUPERSTATIONS)** AVERAGE AUDIENCE | 11.5 | 10.4 | 10.4 | 9.5 | 9.0 | 8.8 | 9.3 | 9.8 | 10.2 |
| SHARE AUDIENCE % | 34 | 28 | 26 | 22 | 20 | 19 | 20 | 21 | 22 |
| **SUPERSTATIONS** AVERAGE AUDIENCE | 4.0 | 3.4 | 3.1 | 2.4 | 2.3 | 2.2 | 2.3 | 2.5 | 2.6 |
| SHARE AUDIENCE % | 12 | 9 | 8 | 6 | 5 | 5 | 5 | 5 | 6 |
| **PBS** AVERAGE AUDIENCE | 1.6 | 1.6 | 1.4 | 1.3 | 1.3 | 1.2 | 1.2 | 1.1 | 1.5 |
| SHARE AUDIENCE % | 5 | 4 | 3 | 3 | 3 | 3 | 3 | 2 | 3 |
| **CABLE ORIG.** AVERAGE AUDIENCE | 5.8 | 5.2 | 4.6 | 5.0 | 5.3 | 5.4 | 5.4 | 6.0 | 6.0 |
| SHARE AUDIENCE % | 17 | 14 | 11 | 12 | 12 | 12 | 12 | 13 | 13 |
| **PAY SERVICES** AVERAGE AUDIENCE | 3.1 | 3.1 | 3.1 | 2.9 | 2.7 | 3.2 | 2.8 | 2.5 | 2.5 |
| SHARE AUDIENCE % | 9 | 8 | 8 | 7 | 6 | 7 | 6 | 5 | 5 |

U.S. TV HOUSEHOLDS: 88,600,000

(1) CBS NFL WILD CARD POST,(PAE),CBS,(3:46-4:01),(S)

For explanation of symbols, See page B.

| TIME | | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HUT | | 46.6 | 47.1 | 48.0 | 49.1 | 50.2 | 51.4 | 52.5 | 55.0 | 58.0 | 59.0 | 60.9 | 62.4 |
| **ABC TV** | | | | | | | | | | | | ABC WRLD NEWS TONIGHT-SUN (PAE) | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | { | | | | | | | | | | | 6,820<br>7.7 | |
| SHARE AUDIENCE | % | | | | | | | | | | | 13 | |
| AVG. AUD. BY 1/4 HR | % | | | | | | | | | | | 7.5 | 8.0 |
| **CBS TV** | | | | | | | | | | CBS EVENING NEWS-SUNDAY | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | { | | | | | | | | | 6,820<br>7.7 | | | |
| SHARE AUDIENCE | % | | | | | | | | | 13 | | | |
| AVG. AUD. BY 1/4 HR | % | | | | | | | | | 7.6 | 7.7 | | |
| **NBC TV** | | NFL PLAYOFF GAME-SUN. SEATTLE VS HOUSTON (4:00-7:37) | | | | | | | | | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | { | 21,800<br>24.6 | 19.5 * | | 22.0 * | | 24.3 * | | 24.2 * | | 25.5 * | | 27.7 * |
| SHARE AUDIENCE | % | 44 | 42 * | | 45 * | | 48 * | | 45 * | | 44 * | | 45 * |
| AVG. AUD. BY 1/4 HR | % | 18.3 | 20.6 | 21.7 | 22.4 | 24.3 | 24.3 | 23.5 | 24.9 | 25.3 | 25.7 | 27.2 | 28.3 |
| **INDEPENDENTS (INCL. SUPERSTATIONS)** | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | | 9.7 | | 10.0 | | 10.0 | | 10.9 | | 10.8 | | 11.2 | |
| SHARE AUDIENCE % | | 21 | | 21 | | 20 | | 20 | | 18 | | 18 | |
| **SUPERSTATIONS** | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | | 2.7 | | 3.1 | | 3.0 | | 3.1 | | 3.2 | | 2.9 | |
| SHARE AUDIENCE % | | 6 | | 6 | | 6 | | 6 | | 5 | | 5 | |
| **PBS** | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | | 1.4 | | 1.6 | | 1.7 | | 2.0 | | 1.9 | | 1.7 | |
| SHARE AUDIENCE % | | 3 | | 3 | | 3 | | 4 | | 3 | | 3 | |
| **CABLE ORIG.** | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | | 5.9 | | 6.4 | | 5.8 | | 6.0 | | 5.2 | | 5.4 | |
| SHARE AUDIENCE % | | 13 | | 13 | | 11 | | 11 | | 9 | | 9 | |
| **PAY SERVICES** | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | | 2.7 | | 2.8 | | 2.6 | | 2.6 | | 2.3 | | 2.5 | |
| SHARE AUDIENCE % | | 6 | | 6 | | 5 | | 5 | | 4 | | 4 | |

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.